



【Online】 Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

**Sustainable Tourism Resource Management and
Development (Natural Resources)**
**課題別研修「持続可能な観光資源管理・開発(自然資源)」
JFY 2021**

Course No. 202003139J001

Online Program Period: From February 2,2022 to March 3,2022

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

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, which stated, “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” JICA believes that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

I. Concept

1. 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 natural hot springs “Onsen” 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.

This program is to learn the challenges and initiatives for the sustainability and development possibilities of natural tourism resources that respect the local society and culture through the practical examples(success/failure cases) of various tourism resources (especially natural resources) management and development of Japan.

2. For what?

To learn the challenges and initiatives for the sustainability and development possibilities of natural tourism resources, in order to promote social and economic vitalization in their own countries.

3. For whom?

This program is targeted for officials of organizations responsible for regional tourism development and tourism promotion in the government and public bodies. Includes NPOs, tourism industry groups and private tourism operators etc.

4. How?

Lectures will be provided to understand the situation in Japan. Further, presentation and discussion sessions will be held to deepen the understanding, and promote sharing ideas among participants.

Participants will also propose an Action Plan describing what the participants will do after they finish this program making the best use of the ideas acquired and discussed among others into their on-going activities.

Besides, this program will provide opportunities for the participants to exchange the ideas and information of each country and to develop human networks among them.

II. Description

1. Title (J-No.):

Sustainable Tourism Resource Management and Development (Natural Resources)
(202003139J001)

2. Online Program Period

From February 2 to March 3, 2022

3. Target Regions or Countries

Bosnia and Herzegovina, Botswana, Dominican Republic, Jamaica, Kyrgyz,
Montenegro, Samoa, Sri Lanka

4. Eligible / Target Organization

This program is targeted for officials of organizations responsible for regional tourism development and tourism promotion in the government and public bodies. Includes NPOs, tourism industry groups and private tourism operators etc.

5. Course Capacity (Upper limit of Participants)

12 participants

6. Language to be used in this program

English

7. Course Objective

Participants are able to learn the methods of regional economic development by promoting the conservation and utilization of Japan's tourism resources, and to propose measures for optimizing tourism resource management and development related to natural resources in the tourism field of their own countries.

8. Overall Goal

Tourism development and regional revitalization through the application of regional branding will be promoted in participating countries.

《Tentative Course Program》

DATE (JAPAN)	CONTENTS	Methodology
2 Feb.	Program Orientation	Online(Real time)
3 Feb	Japan's Tourism Policies and Statistics	Online(Real time)
7 Feb.	Basic Concept of Tourism Marketing and Destination Branding	Online(Real time)
9 Feb.	Potentials for Tourism in Hokkaido	Online(Real time)
10 Feb.	Sustainable Tourism Development	Online(Real time)
11 Feb.	Community-driven Tourism	Online(Real time)

16 Feb.	Sustainable Tourism Resource Management and Development in Conservation Area of Shiretoko	Online(Real time)
17 Feb.	SDGs in Local Government	Online(Real time)
18 Feb.	Good practices of inbound tourism destination management	Online(Real time)
24 Feb.	Good practices of Forest Space Management for Promoting Cultural Tourism	Online(Real time)
25 Feb.	Consultation Session for Final Report Presentation	Online(Real time)
2 Mar.	Final Report Presentation and Discussion	Online(Real time)
3 Mar.	Evaluation and Closing Session	Online(Real time)

*In consideration of the time difference between the participating countries, the participants will be divided into two groups.

*This program is provisional and the schedule is subject to change without notice.

III. 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 the project 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) 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. Includes NPOs, tourism industry groups and private tourism operators etc. 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 (This Training Programs includes active participation in discussions, Action Plan development, thus requires high competence of English ability.)
- 4) Health
Must be in good health, both physically and mentally, to participate in all the Program.

(2) Recommendable Qualifications

- 1) Age
Between the ages of twenty-five (25) and forty-five (45) years
- 2) Gender Consideration
JICA is promoting Gender equality. Women are encouraged to apply for

the program.

(3) Others

- 1) Participants must have Internet access and be able to use a computer to participate.
- 2) Permission of your organization: Due to the time difference, some of the online trainings are scheduled to be held during the daytime. Please make sure to obtain permission from your organization in advance.

3. Required Documents for Application

(1) Application Form

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

(2) Photocopy of passport or ID card

To be submitted with the application form, if you have passport. If you do not have a passport, submit a copy of a document verifying your identity.

**Photocopy should include the followings:*

Name, Date of birth, Nationality, Sex, Passport number or identity number and expire date.

(3) Country Report

To be submitted with Application form (please refer “**ANNEX I**” and “**ANNEX1-1**”). Country Report will be taken into account at the time of selection of candidates.

4. Procedures for Application and Selection

(1) Submission of the Application Documents

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

(All required material must arrive at JICA Center in Japan by **January 17, 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 Office (or the Embassy of Japan) will make notification of results by **January 24, 2022**.

5. Conditions for Attendance:

The participants of KCCP are required

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to record online lessons or use contents providing during the program without JICA's permission since all the copy right belong to JICA. Arrangement will be made for streaming the program in case of network problem.
- (4) If they do not have internet access, to go to JICA country office or the place where the internet access is secured to attend the online course.
- (5) to take measure against infectious disease such as wearing the mask, maintaining the social distance and washing hands.

IV. Administrative Arrangements

1. Organizer(JICA Center in Japan)

(1) **Center:** JICA Hokkaido Center (Sapporo)

(2) **Program Officer:** HOSOKAWA Tomoyo (Ms.)

(3) **Contact :** HOSOKAWA Tomoyo (Hosokawa.Tomoyo@jica.go.jp)

OZAKI Hiroko (Ms.) (Ozaki-Hiroko@jica.go.jp)

2. Implementing Partner:

Hamanasu Foundation (HP :<https://www.hamanasu.or.jp/>)

V. ANNEX I: Country Report

1. INTRODUCTION

This report plays a significant role because the objective of this course is to create solutions for the issues that you/your organization face in Sustainable Tourism Resource Management and Development. Also, this report will be used as a reference for selection.

2. PURPOSE

To introduce and share information about your situation and issues of Sustainable Tourism Resource Management and Development with the Course Leader and other lecturers.

3. INSTRUCTIONS

- ✓ Deadline: should be submitted **with Application form**.
- ✓ Language: English
- ✓ OS: Microsoft Word
- ✓ Slide size: A4 size paper (21 cm x 29.5 cm) in single spacing
- ✓ Maximum: 5 pages
- ✓ Please refer to "**VI. ANNEX I-1**".

VI. ANNEX I-1: Country Report Items

1) Basic information

Name	
Organization	
Position	
Country	
Outline of duties	

2) Describe present situation and issues of tourism resource management/development in own countries.

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3) Describe Successful and/or unsuccessful case of Sustainable Tourism Resource Management and Development of your country

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4) Describe what you want to learn in this training program.

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5) Describe your expectation of this training program.

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6) Describe your future plans to apply expected results of the training program after returning to your country.

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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.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

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