



Knowledge Co-Creation Program (Group & Region Focus)

**Capacity Development in Sustainable Tourism -Based on
Japanese Tradition "Omotenashi (Hospitality)"-**

課題別研修

**「持続可能な観光地域づくりのための人材育成－日本の「おもてなし」－」
JFY 2019**

NO. J1904208 / ID. 1984664

Course Period in Japan: From June 11 to July 18, 2019

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) 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 (KCC) Program’ as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet in 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

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, benefits are not always spread to local people due to the “Heteronomous Tourism” in which outside capitals take the leading role in developing tourism. In order to realize Inclusive Socio-Economic Development, the government, local authorities, private companies and local communities of the area need to work together and play their roles in developing tourism.

In Japan, the number of the foreign tourists reached to 10 million in 2013, and it continued to increase up to 30 million in 2018. In order to attract more domestic and foreign 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 government, tourism business owners, 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.

This program is designed for the officers of Local and Central Government or staff of the government-affiliated organizations who are responsible for the policymaking and its implementation related to the regional vitalization through tourism promotion. In this program, participants will gain knowledge to handle the issues by learning policies, legal frameworks and case studies of human resource capacity development for CTD.

For what?

This program intends to strengthen the capacities of government and related institutions to facilitate developing the core persons for “Creating Tourist Destination”.

For whom?

This program is offered to the officers of Local and Central Government or staff of the government-affiliated organizations who are responsible for the policymaking and its implementation related to the regional vitalization through

tourism promotion.

How?

Participants shall have opportunities to visit and discuss with the central and local government officials, managers and employees of tourism related organizations such as tourist association, tourist bureaus, Destination Management Organization (DMO), community people and other businesses in Japan on their approaches and experiences of “Creating Tourist Destination”.

Participants will also formulate an action plan describing what the participants will do after they go back to home country putting the knowledge and ideas acquired and discussed in Japan into their on-going activities.

Sustainable Development Goals (SDGs)

The United Nations Sustainable Development Goals (SDGs) of the [2030 Agenda for Sustainable Development](#) were adopted by world leaders in September 2015 and the Agenda call for action by all countries. Particularly, Goal 8 aims at “Decent Work and Economic Growth”. The target 8.9 goes that “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.” As a development cooperation agency, JICA is committed to achieving the SDGs. This course aims at developing core persons for community vitalization through tourism promotion. Since development of tourism sector increases the number of employment and bring strong impacts to various sectors, this course can contribute to pursuing many other related goals.



II. Description

1. **Title (J-No.): Capacity Development in Sustainable Tourism -Based on Japanese Tradition "Omotenashi (Hospitality)"- (J1904208)**
2. **Course Period in JAPAN**
June 11 to July 18, 2019
3. **Target Regions or Countries**
Albania, Iran, Sri Lanka, Tunisia, Philippines, Bhutan, Bosnia and Herzegovina, Malaysia, Laos, Timor-Leste and South Africa
4. **Eligible / Target Organization**
This program is offered to the department of central and local government or the government-affiliated organizations that are responsible for the regional vitalization through tourism promotion.
5. **Course Capacity (Upper limit of Participants)**
12 participants
6. **Language to be used in this program:** English
7. **Course Objective:**
Formulate an action plan to develop the core persons for sustainable tourism development, "Creating Tourist Destination," which illuminates the unique characteristic in the local communities and regions.
8. **Overall Goal**
Regional vitalization through promotion of sustainable tourism development is enhanced.
9. **Expected Module Output and Contents:**
This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in participants' home countries (February to June 2019) <i>Participants make required preparation for the program in the respective countries.</i>	
Expected Module Output	Activities
To recognize and analyze the issues related to capacity development on the core persons for the "Creating Tourist Destination".	<u>For ALL the applicants:</u> Submission of a Questionnaire. All applicants are required to submit the Questionnaire together with the Application Form. <u>Please see ANNEX 1 (Pg. 12) for more details.</u>
	<u>ONLY for the accepted participants:</u> Formulation and submission of the Presentation of Pre-Study. *Please see ANNEX 2 (Pg.13) <u>**Participants are requested to prepare and submit the presentation prior to their arrival to Japan.</u>

(2) Phase in Japan (June 11 to July 18, 2019) <i>Participants attend the program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
To work on comparative study on the situation of own counties and Japan by understanding policies, legal framework and financial support systems in Japan.	1) Overview of tourism in Japan 2) Introduction of policies and legal framework related to “Creating Tourist Destination “ 3) Introduction of financial support systems for the capacity development to the core persons in “Creating Tourist Destination”. 4) Analysis and discussion on the issues related to the capacity development to the core persons and “Creating Tourist Destination” in respective countries.	Presentation Lecture Discussion
To understand the capacity development program for the people who engage in the regional tourism supported by local governments.	1) To understand Japanese approaches on the human resource development in local tourism, especially for “Creating Tourist Destination” by local governments. 2) To visit at DMOs or other local tourism organizations that have implemented human resource development by using financial support systems from the central government (site visits)	Lecture Observation Discussion
To understand the strategies and experiences of Creating Tourist Destination through sight visits and customer experiences.	1) To visit at Wide-Area DMOs and Regional DMOs to learn from their experiences. 2) To meet core persons in “Creating Tourist Destination”. 3) Observation and discussion with the local stakeholders	Observation Workshop Discussion Presentation Field visits Discussion
To formulate feasible action plans on the development of Creating Tourist Destination and capacity development of the core persons in their own countries.	Formulation of an Action Plan (See detail in VIII. ANNEX 3)	Workshop Consultation Presentation

(3) Finalization Phase in each participant’s home country (July 2019 to December 2019) <i>Participating organization finalize and carry out the action plan after returning to the home country</i>
Activities
1) To present, modify and implement your action plan 2) Submission of a progress report after 6 months.

Required Tasks:

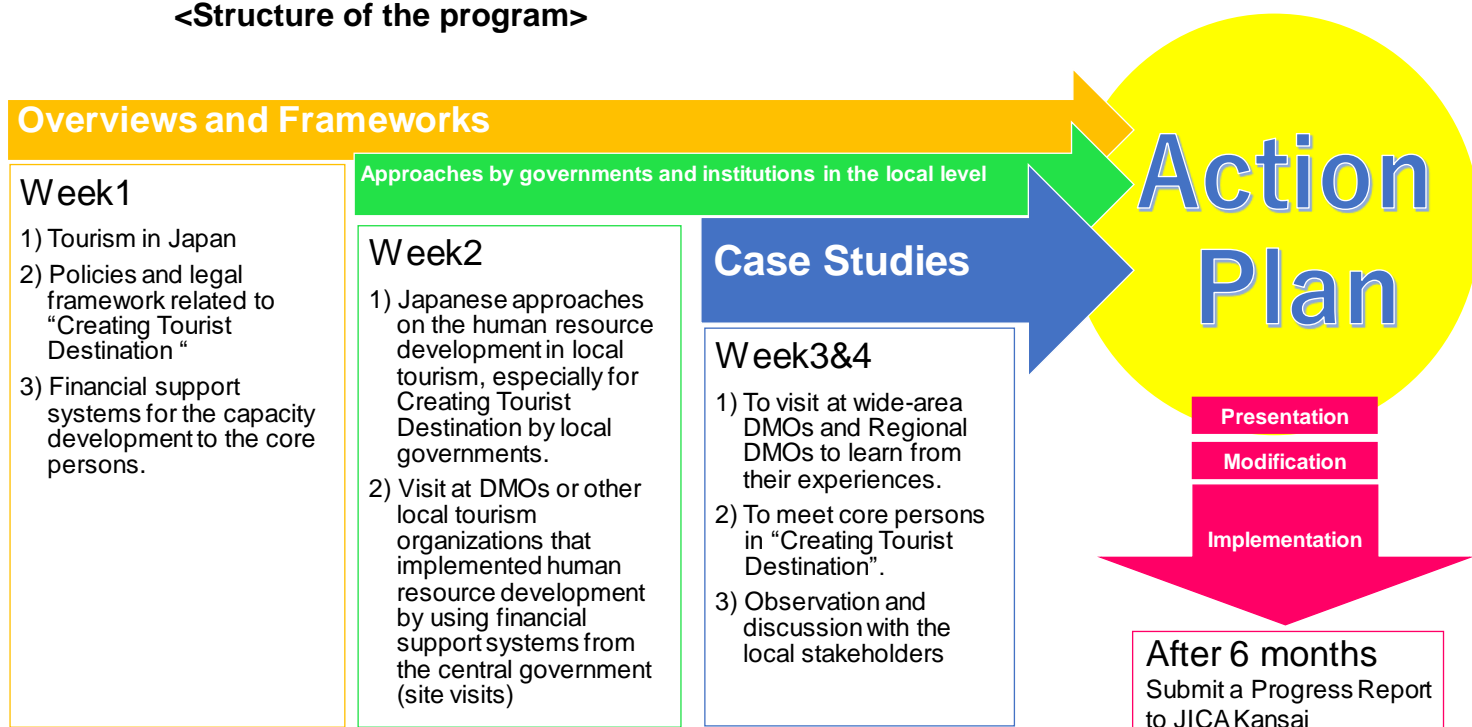
Participants are required to participate in all modules actively and contribute to achieve the goals of this program. In addition, they are also requested to complete the following tasks during each phase of the course.

(1) Pre-Study: Gathering the Information regarding tourism in your country including the issues of the capacity development of the core person who are engaged in the regional/town/community development through tourism in your country. Participants are required to make a presentation on the Pre-Study at the beginning of program in Japan. For details, please see the ANNEX 2 (Pg.13).

(2) Action Plan: Participants are required to prepare and present their Action Plans by the end of the program in Japan. After going back to each country, participants are recommended to finalize the Action Plan through consultation in/ outside of their organizations and implement it by their own responsibilities. For details, please see the ANNEX 3 (Pg.14).

(3) Progress report: After returning to the home country, you present your action plan at your organization and have a necessary discussion for its implementation. After 6 months, please submit a progress report to JICA (Instruction will be given during the course).

<Structure of the program>



III. Conditions and Procedures for Application

1. Expectations for 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 utilize the program for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the program to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications:

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

(1) Essential Qualifications:

- 1) Current Duties: Officials of Local and Central Government or staff of the government-affiliated organizations in tourism who is responsible for policymaking and its implementation regarding human resource development for regional/town/community development through tourism.
- 2) Experience in the relevant field: have more than 5 years' engagement in the human resource development in tourism.
- 3) Educational Background: University graduates or equivalent.
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 90 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, if possible.)
- 5) 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) 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) Questionnaire:

Questionnaire should be submitted with the Application Form. Questionnaire will be used for screening of applicants, and applications without completed Questionnaire will not be considered as duly qualified. For details, please see

ANNEX 1.

- (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 Expiry date.

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

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).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by April 15, 2019**)

(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 May 10, 2019.**

5. Document(s) to be submitted by accepted participants:

Before coming to Japan, only accepted participants are required to prepare a Presentation of Pre-Study. Detailed information will be sent to accepted participants by e-mail after the official acceptance notice. Please refer ANNEX 2 for the outline of "Presentation of Pre-Study".

6. 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 program expenditure depending on the severity of said violation, and
- (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 Kansai

(2) **Contact:** HATAYAMA Yukari (Ms.)

(Hatayama.Yukari@jica.go.jp and jicaksic-unit@jica.go.jp)

2. Implementing Partner:

(1) **Name:** To be announced

(2) **URL:** To be announced

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 Kansai

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

TEL: +81-78-261-0383 FAX: +81-78-261-0465

(where “81” is the country code for Japan, and “78” is the local area code)

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA Kansai at its URL,

<https://www.jica.go.jp/kansai/english/office/index.html>

This course has many short-trips for a couple of days. For these short-trips, we will arrange accommodation at hotel as well.

5. Expenses:

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

(1) Allowances for meals, 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, and dental treatment are not included), and

(4) Expenses for program implementation, including materials.

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.

6. Pre-departure Orientation:

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

V. 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 some of 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 time during the program.
6. It is advisable to bring a medium-sized bag or suitcase for a few day short trips during the program.
7. Ensure to bring comfortable shoes for walk as the program has many outside works.

VI.ANNEX 1:

Questionnaire

All applicants are required to prepare a Questionnaire Document and submit it with Application Form. Questionnaire will be used for screening of applicants, and applications without completed Questionnaire will not be considered as duly qualified.

Style: Microsoft® Word format, Paper Size A4, Maximum 5 pages

1. Background information

- Your name& Country
- Functional job title, department, division, organization
- Your duties & responsibilities
- Organogram of your organization

2. Information regarding Tourism in your country

- List up key actors in tourism in your country. e.g., National Tourism Association, Advisory Council on Tourism Promotion, Association of Travel Agencies, donor agencies, etc.
- Roles of your organization (and your role), respective ministries, agencies, local governments and other organizations involved in tourism.
- Challenges in tourism sector in your country and describe the reasons behind. e.g., policies & strategy in tourism, marketing & tourism promotion, inter-agency cooperation, human resources, infrastructure, etc.

3. Human resource development programs

- Please explain about the regional/town/community development program through tourism promotion or community based tourist destination creating program, if any.
 - policy, guidelines
 - actual implementation (please explain about some examples)
- Please explain the source and scale of the budget for the program described above, and the portion for the human resource development.
- Challenges in the programs described above in terms of developing core persons and other human resources.

VII. ANNEX 2:

Presentation of Pre-Study

Accepted participants are requested to prepare a presentation data of Pre-Study (PowerPoint data) for 10min. You will have totally 20 minutes, 10 minutes for presentation and another 10 minutes for a Question & Answer session at the beginning of the training course in Japan.

The detailed assignment will be sent by email after the participants receive an acceptance letter (around May 13, 2019).

Closing date of submission of the presentation data:
by **June 5, 2019**

Way of submission:

Accepted participants will receive an e-mail with the address of GIGAPOD and other instructions. Please upload the data to the GIGAPOD (storage system). After uploading the data to GIGAPOD, please send a notice of submission via e-mail to Hatayama.Yukari@jica.go.jp and jicaksic-unit@jica.go.jp.

Do not send the presentation data until you receive a request email for the detailed assignment that will be sent to you after selection.

VIII. ANNEX 3:

Action Plan

What is Action Plan?

By the end of the training program, each participant is required to prepare an Action Plan. Each participant is expected to make a presentation of Action Plan at the end of the program in Japan.

The purpose of its preparation is to identify specific problems and concrete solutions for them. You are recommended to focus on one topic you are able to carry out after returning to your country. Therefore, the Action Plan should be concrete and practical. Try to make your Action Plan by using the existing human and financial resources in your organization in the most efficient and effective way possible.

Why each participant is required to formulate an Action Plan?

The exercise is to encourage you to apply the knowledge/ skill you gained from the program to your daily work after returning to your country. The preparing process itself will help you find out feasible actions to improve the current situation that your organization is facing.

<Contents of Action Plan (Recommended)>

- a. Title
- b. Background (challenges to be solved, national policy, etc.)
- c. Objectives (Goals)
- d. Outcomes
- e. Direct and Indirect beneficiaries
- f. Related knowledge/skill acquired during the training in Japan
- g. Action Components (activities)
- h. Implementation schedule
- i. Responsible agencies and their roles
- j. Monitoring and evaluation
- k. Budget and other necessary resources (amount of budget and how to raise fund)

Note: Participants will have more detailed guidance during the program in Japan.

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, Knowledge Co-Creation programs (until 2015, so called “training”), JOCV programs, etc.

Within this wide range of programs, Knowledge Co-Creation 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 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 Embassy of Japan. Further, address correspondence to:

JICA Kansai

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

TEL: +81-78-261-0383 FAX: +81-78-261-0465