



Online and Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

# Tourism Marketing and Promotion(B)



Course Number: 202313547J001

Online Program: May 27, 2024 - May 31, 2024


In Japan Program: June 11, 2024 - July 13, 2024



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

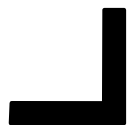
NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.



# How do you make the strategic destination- marketing and promotion plan for tourism?

Overall Goal of the Course: The strategic destination-marketing plan for effective tourism promotion will be developed with recovery plans during “post corona” era.





# Outline

This program is designed mainly for mid-career officials from governmental or public organizations in charge of tourism marketing or promotion sectors.

The program focuses on learning marketing strategies. Participants will study by lectures, discussions and groupworks. Also, they will visit some tourism sites where they can learn what tourism sectors and local governments do to revitalize the economy through tourism.

The program consists of Online and In Japan parts. Participants will learn lectures mainly from online Program and will have discussions, group works and site visits during In Japan Program.

The Online Program period is May 27-31, and the In Japan Program period is June 11 - July 13, 2024.

Course Capacity:  
11 participants (In Japan Program will be combined with (A) course, therefore it will be 16 participants in total)



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

The Japanese Cabinet released the Development Cooperation Charter in June 2023, stated 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 foundation of mutual learning process.

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# For What?

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## Background

Tourism industry brings the country in good returns and economic investment, therefore, promoting tourism sector is the significant issue to develop the regional economy and reduce poverty in developing countries. In order to promote the tourism sector effectively, it is essential to train human resources who are involved in the planning of tourism marketing and promotion. From this context, Japan International Cooperation Agency (JICA) has been implementing the training and dialogue program for the purpose of tourism promotion since 1990. During this program, participants will obtain the necessary knowledge and skills to promote the tourism sector and develop tourism marketing and promotion plan based on Japanese experience and the current situation of participants' countries.

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## Objectives

Participants will acquire skills and

knowledge to develop strategic tourism promotion and destination-marketing plans with recovery plans during “post-corona” era.

# To Whom?

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## Job Areas and Organizations

This program is offered to governmental and other public organizations involved in the tourism marketing and promotion.

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

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## Targeted Countries

Armenia, Bosnia and Herzegovina, Egypt, Ethiopia, Iraq, Jordan, Kosovo, Malawi, Tanzania and Zambia

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

# When?

## Online Program Period



**From May 27, 2024  
to May 31, 2024**

### (1) Time for Online program

The online program will be live streamed mostly between 16:00 pm and 19:00 pm/20:00 pm in Japan time. The time in each participating country is as follows. Detailed schedule will be delivered with the Acceptance Notification.

- Bosnia and Herzegovina, Egypt, Kosovo, Malawi, Zambia

9:00 am and 12:00 pm/13:00 pm

- Ethiopia, Iraq, Jordan, Tanzania

10:00 am and 13:00 pm/14:00 pm

- Armenia : 11:00 am and 14:00 pm/15:00 pm

### (2) Time for On Demand program

Participants will be able to access On Demand program at any time and any place. Participants must work on assignments at home or workplace and submit their assignments by the designated deadline.

## In Japan Program Period



From June 11, 2024  
to July 13, 2024

Program is subject to change depending on the situation.

# Where?

This course that organized by the JICA Tokyo Center consists of two periods:

For Online Programs, you will have ZOOM live lectures at your office, home or accommodation. If you cannot find the proper place to take the Online programs, please consult with the JICA Office in your country.

In Japan Program will mainly be held in and around Tokyo metropolitan area except for field trips.



# How?

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## How to Learn

- Online Lectures
- Online Self-Study
- Lectures
- Field Visits
- Groupworks
- Discussions
- Presentations



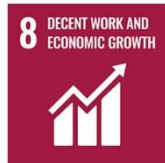
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## Language

English

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## Commitment to the SDGs





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## Program Structure

Topic outline (subject to minor changes)

- (1) Program Orientation and roles of the Action Plan to be created.
- (2) Presentation of Country Report of each participating country.
- (3) Learning the tourism promotion policies of Japan.
- (4) Learning crisis management against negative impacts from infectious diseases, natural disaster, and other incidents in tourism sectors (field visits included).
- (5) Analyzing new tourism promotion policies, marketing practices, new tourism development concepts (ex; responsible tourism, sustainable tourism, issues of tourism development such as overtourism etc) and new resilient management models in Japan (field visits included).
- (6) Learning variety of tourism products which introduced in Japan such as sports tourism, cycling tourism, eco-tourism, workation, glamping etc (field visits included).
- (7) Presenting to Japanese travel agency about tourism attraction of your country including Zoom live tour from your country by past program participants from their country or your colleagues or your collaborators. (\*More info follows in the bottom of this page)
- (8) Field visits for observing the tourism sector's contribution for Sustainable Development Goals (SDGs) and regional development.
- (9) Exchanging information with Japanese travel agencies.
- (10) Tourism marketing and promotion theories and practical exercises by group works.
- (11) Individual Consultation for the preparation of the Action Plan.
- (12) Preparation of an Action Plan by each participant which contains market analysis, developing strategic tourism promotion plan and marketing plan.
- (13) Presentation of the Action Plans in an effective way and discussion on its contents.
- (14) Evaluation meeting and closing ceremony.

### **【Presentation Session for Japanese Tour Operators with Zoom Live】**

You will have an opportunity to present attraction of your country to Japanese Tour Operators.

Also you can connect with someone in your country via Zoom and show Japanese tour operators live images of your tourism site.

You could collaborate with your colleagues or past participants from your country.

You can present by yourself at the venue directly as well, therefore it is recommended to bring your traditional costumes, and PR products, something represent your country. Details will be explained during online training.

## Tentative Program Schedule (Online) Program is subject to change.

Date	Form Type	Content
May. 27, 2024 (Mon)	Online	<ul style="list-style-type: none"> <li>▪ Connection Test &amp; Introduction of the participants</li> <li>▪ Program Orientation</li> <li>▪ Lecture: Tourism Recovery Plan after Covid-19 by UNWTO</li> </ul>
May. 28, 2024 (Tue)	Online	<ul style="list-style-type: none"> <li>▪ Presentation of the Country Reports</li> </ul>
May. 29, 2024 (Wed)	Online	<ul style="list-style-type: none"> <li>▪ Lecture: Roles of JNTO and Promotion of MICE</li> <li>▪ Lecture: Tourism's Contribution to SDGs Achievement</li> </ul>
May. 30, 2024 (Thu)	Online	<ul style="list-style-type: none"> <li>▪ Case Study: Regional Reform &amp; SDGs Achievement through Setouchi Triennale</li> <li>▪ Case Study: "Tourist Promotion Strategy by Nikko City Govt"</li> </ul>
May. 31, 2024 (Fri)	Online	<ul style="list-style-type: none"> <li>▪ Lecture: Tourism Promotion by Renovating Heritage Architectures and Townscape</li> <li>▪ Case Study: Long-trail Japan Program</li> <li>▪ Introduction to Japan Program and Virtual Tour Presentation to Japanese Tour Operators</li> </ul>

### <On-Demand lecture materials>

- Tourism Promotion Policy by Japanese Government (JTA)
- Promotion of Micro-Tourism
- Risk management at the Tourism Industry

**You will have to submit the report of what you have learnt from On-Demand lecture materials.**

## Tentative Program Schedule (In Japan) Program is subject to change. From June 12 to July 12

Field Visits are scheduled. (Ex; Tohoku area where got destroyed by Tsunami in 2011)  
Site Visit; Regional Revitalizations and Tourism Promotion, BCP/ SDGs activities, Sport tourism, Green tourism, Wine tourism, and Glamping.

(\*Please note that participants will share a room with other participants for a night because we will stay at Japanese style hot spring hotel called “Onsen Ryokan” just for a night during field trip.)

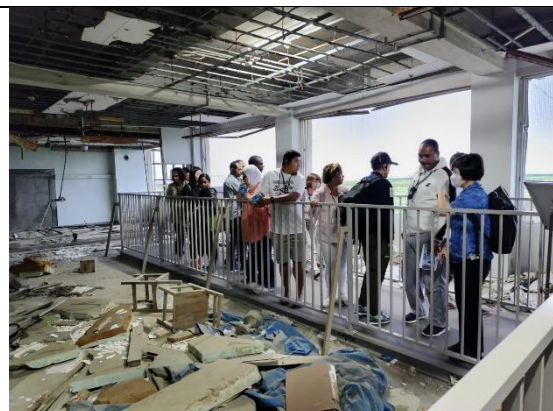
〈Photos from the past field visits program〉



Nagano Prefecture



Tsunami Affected Area (Memorial Site)



Tsunami Affected Area (Memorial Site)



Exchange Program with Japanese Tour Operator

# Voice

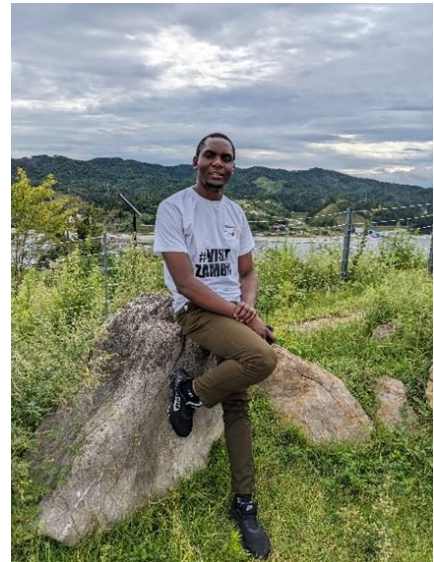
## Past Program Alumni Comments



**KATETE Andrew**

Zambia

The program fostered cross-cultural collaboration, enabling us to exchange ideas and strategies for promoting sustainable and resilient tourism practices, especially with field trips we undertook and many tourism-related activities we participated in like tree planting. I am grateful for the opportunity to be part of this program, fostering friendships and professional connections that will undoubtedly shape my future endeavours in the evolving world of tourism. I recommend it to as many tourism officials as possible worldwide.



**ROSA REYES Jenny**

Dominican Republic

I'm so grateful for the opportunity to represent my country and co-create with a group of extraordinary people! Focuses on giving us the best they could. Very professionals in their field. Since day one I learned so many things about Japanese Culture, organization, cooperation, competition, how things have to be done the right way by the first time, case studies like "Tsunami and Octopus Kun" really blew my mind. I learned by the firsthand what really special about Japan is "everybody working together for the same purpose from authorities to children." I recommend 100 % this program. Do it with all your heart and mind with the purpose of learning and bringing home the best you can!





# Eligibility and Procedures

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## 1. Expectations to the Applying Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to use the program for those specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) Applying organizations are also expected to make the best use of knowledge acquired by the participants for the said purpose.

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## 2. Nominee Qualifications

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

### (1) Essential Qualifications

- 1) Current Duties: be engaged in tourism promotion and marketing activities in governmental or public tourism organizations
- 2) Experience in the Relevant Field: have more than 3 years of experience
- 3) Educational Background: be a graduate of university or have the equivalent academic background
- 4) Language Proficiency: have a competent command of spoken and written English proficiency equivalent to TOEFL iBT 100 or above (This workshop includes active participation in discussions, which requires high competence in English. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)
- 5) Technical Requirements :
  - a Technology Proficiency



- Have an ability to operate spreadsheet “Microsoft Excel” and “Microsoft PowerPoint”.
- Online course is delivered using the following services, Web Conferences (Zoom), Cloud Storage (GIGAPOD), and YouTube. Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.

b Internet Connection

- High Speed Broadband Connection (Approximately 3 to 5 Mbps). Please refer to this URL for how to measure internet speed.

<https://www.speedtest.net/>

Mobile phones are not recommended.

[Note] If you are not able to arrange internet connection or necessary devices, please consult with the JICA Office in your country.

c. Software

- Zoom Client for Meeting (<https://zoom.us/download>).
- \*In case you are using your office computer and use of Zoom is not authorized by your IT administrator, please notify JICA at the time of application.

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

## (2) Recommended Qualifications

- 1) Expectations for the Participants: Attend all the Online / On Demand program and submit all assignments otherwise you may lose a chance to participate in “In Japan Program”.
- 2) Age: between the ages of twenty-five (25) and fifty (50) years
- 3) Gender Equality and Women’s Empowerment: Women are encouraged to apply for the program. JICA is committed to promoting gender equality and women’s empowerment, and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.

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### 3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the JICA overseas office (or the Embassy of Japan). Please submit a type-written application form. Handwriting will NOT be accepted.
  - \* If you have any difficulties/disabilities which require assistance, This course uses the customized Application Form which has Form 6. Therefore, make sure that you use the right format. please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.
- (2) **Photocopy of Passport:** You should submit it with the application form if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.
  - \*The following information should be included in the photocopy:  
Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date
- (3) **English Score Sheet:** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)
- (4) **Questionnaire:** to be submitted with the application form (Form.6).

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### 4. Procedures for Application and Selection

#### (1) Submission of the Application Documents

Closing date for applications: **Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at JICA Center in Japan by **April 5(Fri), 2024**)

#### (2) Selection

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

### (3) Notice of Acceptance

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than April 26(Fri), 2024.**

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

Submission of Country Report and Self-Introduction Movie

-- to be submitted by May 20, 2024

Accepted candidates are required to prepare a Country Report before the commencement of the Online program. The Country Report and the Movie should be sent to JICA by May 20, 2024, via temporary data exchange service (the instruction will be delivered with the Acceptance Notification).

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## 6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) **not to make any change of the air ticket** even if you are recommended by the airline company, which could cause trouble of supporting you from outside.
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to

- provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
  - (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "3.Expenses", "Administrative Arrangements",
  - (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
  - (10) not to drive a car or motorbike, regardless of an international driving license possessed,
  - (11) to observe the rules and regulations at the place of the participants' accommodation, and
  - (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule.

# Administrative Arrangements

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## 1. Organizer (JICA Center in Japan)

- (1) Center: JICA Tokyo Center (JICA TOKYO)
  - (2) Program Officer: Ms. KAGAWA Maki, Industrial Development & Public policy division Email: [tictip@jica.go.jp](mailto:tictip@jica.go.jp)  
\*Please add the course number “202313547J001” to a subject of the email.
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## 2. Implementing Partner

- (1) Name: World Business Associates Co.,Ltd. (WBA)
  - (2) URL: <https://www.wba.co.jp/en>
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## 3. Expenses

The following expenses in Japan will be provided by JICA

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

\*Link to JICA HP (English/French/Spanish/Russian):

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



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## 4. Pre-departure Orientation

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

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
French ver.	<a href="https://www.youtube.com/watch?v=v2yU9ISYcTY">https://www.youtube.com/watch?v=v2yU9ISYcTY</a>
Spanish ver.	<a href="https://www.youtube.com/watch?v=m7l-WlQSDjI">https://www.youtube.com/watch?v=m7l-WlQSDjI</a>
Part II: Introduction of JICA Centers in Japan	
JICA Tokyo	<a href="https://www.jica.go.jp/tokyo/english/office/index.html">https://www.jica.go.jp/tokyo/english/office/index.html</a>

If the link of these youtube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

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## 5. Reference

### PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/c8h0vm0000011i07-att/guide\\_en.pdf](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/c8h0vm0000011i07-att/guide_en.pdf)



### Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

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



### Website: JICA

English/French/Spanish/Russian

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

# For Your Reference

## JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

## Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.

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



## **Correspondence**

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

Further, address correspondence to:

### **JICA Tokyo Center (JICA Tokyo)**

Address: 49-5, Nishihara 2-Chome, Shibuya-ku, Tokyo 151-0066, Japan