



Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

Sustainable Tourism Development With Cultural Heritage and Local Community

－文化遺産および地域社会と共生する持続可能な観光開発－



Course Number: 202208350J001

Course Period: October 4th - November 8th, 2023



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.

What is “Sustainable Tourism” ?

Gain insight of Sustainable Tourism with
cultural heritage and local community
more practical, more interactive,
more inspirational
from the experiences of Japan.



Outline



This program is designed for administrative officials in charge of conservation of cultural resources and landscapes as well as tourism development.



In this program, participants will gain knowledge and skills to promote sustainable tourism development through appropriate conservation and utilization of cultural heritages.



The sessions will be held in Japan and will include self-study and discussion with participants from other countries.



All sessions are carried out in English.



The period of the program is October 4th - November 8th, 2023.

Course Capacity:
8 participants



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.

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For What?

Background

Tourism, including its related industries, accounts for 10.4% of global GDP and 9.9% of employment, and tourism-related industries accounted for 7% of global exports in 2019.

Tourism is a promising and highly anticipated industry in many developing countries because of its ability to earn foreign currency by utilizing existing domestic resources, the breadth of related industries, and its ability to create job opportunities.

Objectives

The Kansai Region has many cultural resources (including World Heritage Sites), and it has rich experiences and knowledge in managing destinations utilizing cultural resources in sustainable manners. Learning about these Japanese tourism development systems through site visits will be a useful experience for the participants in devising more effective measures in their countries.

To Whom?

Job Areas and Organizations

This program is designed for central and local government and other public organizations in charge of tourism development, which incorporates conservation of cultural heritages and/or landscapes.

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

Targeted Countries

Timor-Leste, Bhutan, Micronesia, Peru, Jordan, Egypt, Ethiopia, and Georgia.

When?

Program Period



Face-to-Face in Japan

October 4th – November 8th,
2023

Key Dates

Application Deadline

August 25th, 2023

Notice of Acceptance

September 1st, 2023

Country-Report Submission

September 20th, 2023

Where?

This course is carried out totally in Japan, organized by JICA Kansai Center. You will visit Kyoto, Shiga and Nara during the program.



How?

How to Learn

- Lectures
- Field Visits
- Workshops
- Discussions
- Presentations



Language

English

Commitment to the SDGs

JICA is committed to achieving the SDGs. According to UNWTO, tourism can contribute to all the 17 goals.

SUSTAINABLE DEVELOPMENT GOALS



Tentative Schedule (Contents are subject to change)	
10/4	Arrival in Japan
10/5-10/6	Program Orientation
	Icebreaking meeting
	Orientation
	Modernization of Japan and Social System
	Tourism Policy of Japan
	Project Cycle Management (PCM) Workshop
	Move to Kyoto
10/7	Exploring Kyoto #1 (Observation of cultural resources and townscape preservation)
10/8	day off
10/9	day off (Japanese public holiday)
10/10	Course Orientation
	Comments and feedback on your Job report & Country report
10/11	Preservation and Use of Cultural Heritage in Japan
	Local cultural heritage and Act on Maintenance and Improvement of Traditional Town
10/12	Heritage Management and Tourism
10/13	Reflection of the previous week
	Tourism Resources (such as accommodations and food)
10/14	day off / filing (documents, etc.)
10/15	day off / filing (documents, etc.)
10/16	Reflection of the previous week
	lunch and Garden Visit - Ganko Takasegawa Nijoen
10/17	Crafts and tourism as local culture
	Handy crafts experience
10/18	Landscape Preservation in Kyoto
	Efforts to Develop a Model for the Preservation and Utilization of Cultural Properties -World Heritage Site Nijo-jo Castle
10/19	Case study: Kyo-Machiya
	Case study: Kyo-Machiya(Visit Gion-Shinabshi and Hanamikoji)
10/20	Exploring Kyoto #2 -"Sannei-zaka" Preservation Districts for Groups of Historic Buildings
	Submission of Weekly Comment Sheet
10/21	day off / filing (documents, etc.)
10/22	day off / filing (documents, etc.)
10/23	Review
	Exploring Nara -Naramachi(former merchant district with old houses)
10/24	Disaster prevention planning for cultural heritage and evacuation of tourists
10/25	E-learning - Preservation Efforts in Shirakawa-mura(Shirakawa-village)
	E-learning - Challenges of Takayama city's overseas strategy
10/26	Various Manners of Architectural Design for Conservation of Historic Townscape
	Exploring Kyoto #3 -Sagano District
	Discussion
	Submission of Weekly Comment Sheet
10/27	Guidance on Action Plan Making
	Reflection of the previous week
10/28	day off / filing (documents, etc.)
10/29	day off / filing (documents, etc.)
10/30-11/1	• Individual Discussion on Action Plan Making • Preparation of Action Plan Presentation
11/2	Submission of Action Plan
11/3	day off (Japanese public holiday) move Kyoto to Kobe
11/4	day off
11/5	day off
11/6	Action Plan Presentation
	Summary Comment on Action Plan
11/7	Evaluation meeting
	Closing Ceremony

Eligibility and Procedures

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.
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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:** Local and Central Government officials in charge of regional tourism management who make and execute human resource development plans.
- 2) **Experience in the relevant field:** More than 3 years of experience in the areas mentioned above.
- 3) **Educational Background:** University graduates or equivalent.
- 4) **Language Proficiency:** participants should 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) **Technical Requirements :**
 - a Technology Proficiency
 - Basic computer skills such as, sending/receiving email with attachments, and using a web browser.
 - b Internet Connection

- High Speed Broadband Connection (at least 2Mbps).

*Internet access charge incurred for this course shall be borne by your organization.

c Hardware (Minimum Requirement)

- Regular access to a computer, either from your home or from your office.
- Operating System: Windows or Mac OS (Updated version is preferred).
- Processor: Intel Core 2 Duo or higher; 2GHz or higher
- Memory: 4GB of RAM or higher
- Hard Drive Space: 5GB free disk space
- Browser: Google Chrome is preferred browser. (Edge, Firefox, Safari can be used)

- 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
- 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.
- 4) Difficulties/Disabilities: The participation of person with difficulties/disabilities is welcomed. Reasonable accommodation for persons with difficulties/disabilities will be made. Please write your situation in the Questionnaire on medical status restriction of the Application form. (Japan ratified the Convention on the Rights of Persons with Disabilities in January 2014 and JICA has observed it.)

3. Required Documents for Application

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



*If you have any difficulties/disabilities which require assistance, 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 (photocopy):** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)
- (4) **Job Report** (Please see Annex)
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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 **August 25th, 2023**)

(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 September 1st, 2023.**

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

Country Report -- to be submitted by **September 20th, 2023**

Accepted participants are required to prepare a country Report (Please read Annex "country Report" for detailed information.) before their departure. The country Report should be sent to JICA by e-mail to Ueno.Misaki@jica.go.jp.

6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (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

1. Organizer (JICA Center in Japan)

- (1) Center: JICA Kansai Center (JICA Kansai)
 - (2) Program Officer:
Ms. UENO Misaki (Ueno.Misaki@jica.go.jp)
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2. Implementing Partner

- (1) Name: Office of Social Collaboration, The Ritsumeikan Trust
(Course Leader: Professor Emeritus. YAMASAKI Masafumi)
 - (2) URL: <http://en.ritsumei.ac.jp/intl>
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3. Travel to Japan

- (1) Air Ticket: In principle, JICA will arrange an economy-class round-trip ticket between an international airport designated by JICA and Japan.
 - (2) Travel Insurance: Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan (include damaged baggage during the arrival flight to Japan) will not be covered.
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4. Accommodation in Japan

Basically, JICA will arrange the following accommodation(s) for the participants.

JICA Kansai Center (JICA Kansai)
Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan
TEL: +81-78-261-0383/0341 FAX: +81-78-261-0465
(where “81” is the country code for Japan, and “78” is the local area code)

Please refer to facility guide of JICA Kansai at its URL,
<https://www.jica.go.jp/kansai/english/office/index.html>

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodation(s) for the participants.

5. 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/acceptance/training/index.html

6. 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.

*YouTube of “Knowledge Co-Creation Program and Life in Japan” and “Introduction of JICA Center” are viewable from the link below.

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	https://www.youtube.com/watch?v=SLurfKugrEw
Part II: Introduction of JICA Centers in Japan	
JICA Kansai	https://www.jica.go.jp/kansai/english/office/index.html

7. 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



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.html



8. 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.

Annex

Country		Name	
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Job Report: **For all applicants**

Instruction 1

Please explain maximum two (2) challenges that **you are seeking solution** or **you need to overcome** between 1 and 5 years as you promote tourism in the Cultural Heritage Sites. Please includes the name of the Heritage or the name of the area where you are working on.

*Do not mention the financial challenges, organizational challenges or general challenges of tourism in your country

*You will make action plan (Final Report) to solve mentioned challenges by using the information that acquired during the course.

*Please do not write what you originally prepared on this report in the Action Plan(You will make at the end of the program)

*Technical issues such as groundwater problems cannot be solved on this program. Rather, the course content responds to soft issues.

Challenge1 (100 words to 200 words)

Challenge2 (100 words to 200 words)

Instruction 2

Please submit Maps or cite URL links which show the maps mentioned below.

1. Map of local cultural property and Surrounding area.
2. Tourist map of your target “Cultural Heritage Tourism Area”
3. If the maps are available at Internet, please cite URL of those maps.
4. Please include 2-3 photographs each of typical regional cultural heritage sites, tourist accommodation, restaurants that tourists go to, etc. (each photograph should be small enough for eight photos to fit on one page).

Country Report: **For accepted participants only**

The format of the PowerPoint slides for submission will be sent to you after JICA's notification of acceptance. Please follow the guidance and submit your report on the following topics by **September 20th**.

The course leader will comment on the Job Report at the time of application and on these PowerPoint slides at the beginning of the training.

Please submit photos which enable us to understand or familiar to the Heritage and its surrounding Tourism Area that you mentioned in your challenges. Please includes the photos of tourist area that we can easily find its features. It should be included accommodation area, shopping area, downtown area and local market etc.

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 Kansai Center (JICA Kansai)

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

TEL: +81-78-261-0383/0341 FAX: +81-78-261-0465

("81" is the country code for Japan, and "78" is the local area code)