



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

TOURISM PROMOTION AND MARKETING (A)
課題別研修「観光振興とマーケティング(A)」
FY 2019

NO. 201984665J002

Course Period in Japan: From August 28, 2019 to September 28, 2019

This information pertains to one of the JICA Knowledge Co-Creation Program (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 is released from the Japanese Cabinet on February 2015, it is clearly pointed out that *"In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together."* We believe that this 'Knowledge Co-Creation Program' will serve as a center of mutual learning process.

I. Concept

Background

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.

For what?

This program aims to provide administrators who are involved in the tourism sector with the opportunity to develop the tourism marketing and promotion plans by understanding the practical tourism promotion methods and skills used by Japanese tourism sector.

For whom?

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

How?

Participants are expected to learn required capacity for tourism promotion administration based on Japanese experience. In Japan, participants will study

- 1) the basic knowledge/current situation of Japanese tourism situation by lectures,
- 2) the practical tourism marketing/promotion methods and skills through case studies,
- 3) the basic knowledge of tourism development through the field trips.

Finally, participants will formulate the tourism promotion and marketing plan putting the knowledge and ideas acquired and discussed in this program.

II. Description

1. Title (No.): Tourism Promotion and Marketing (A) (201984665J002)

2. Course Period in JAPAN

August 28, 2019 to September 28, 2019

3. Target Regions or Countries:

Algeria, Angola, Botswana, Egypt, Iraq, Montenegro, Myanmar, Palestinian Authority, Peru, Turkey, Turkmenistan, Uzbekistan, Vietnam (2)

4. Eligible / Target Organization

This program is designed for governmental or public organizations involved in the tourism promotion.

5. Course Capacity (Upper limit of Participants)

14 participants

6. Language to be used in this program

English

7. Course Objective

Participants will acquire skills and knowledge to develop strategic tourism marketing and promotion plan.

8. Overall Goal

The strategic destination-marketing plan for effective tourism promotion will be developed through examining the participating countries' issues of activation for tourism sector.

9. Expected Module Output and Contents

The program consists of the following components.

Expected Module Output	Subjects/Agendas	Methodology
To analyze participating country's issues and challenges of the tourism marketing and promotion.	<ul style="list-style-type: none">▪ Discussing on current tourism situation and issues of each participant's country.▪ Sharing good practices.	Presentation and discussion among participants

<p>To analyze the characteristics of Japanese tourism branding, innovative model cases and projects which contribute towards SDGs and apply for preparation of participants' own tourism marketing and promotion plans.</p>	<ul style="list-style-type: none"> ▪ Learning Japanese tourism policy and roles of major implementation players in the tourism promotion sector in Japan. ▪ Learning the recent trends of new tourism activities and innovative tourism business models in Japan. ▪ Learning case studies on tourism promotion projects and model cases contributing to regional development and SDGs by local governments, Destination Marketing Organizations (DMOs), NPOs and private entities. 	<p>Lectures Site visits Workshops (Mini-Seminar)</p>
<p>To comprehend the methods of tourism marketing and promotion plan.</p>	<ul style="list-style-type: none"> ▪ Learning methods for identification of tourism potentials, development of tourism products/services and strategic destination marketing methods through; PEST analysis, 3C analysis, SWOT analysis, Competitive Positions Strategic analysis, STP analysis, Product analysis, Price strategy, Promotion strategy, Media strategy, B to B marketing and an action plan 	<p>Lectures Case study Group works</p>
<p>To create participants' own tourism marketing and promotion plans, based on the knowledge and techniques obtained through aforementioned (1)-(3).</p>	<ul style="list-style-type: none"> ▪ Preparing final presentation (action plan) capitalizing the achievements of the 4 weeks program and presentation thereof. 	<p>Individual Consultation, Presentation of Action Plan</p>

Structure of the program

Topic outline (subject to minor changes)

- (1) Briefing/ Program Orientation and roles of an action plan.
- (2) Presentation of country report by each participants and discussion.
- (3) Tourism promotion policies and legal systems adopted by Japanese government.
- (4) Roles and activities of major implementation players in tourism promotion sector in Japan such as Japan Tourism Agency (JTA), Japan National Tourism Organization (JNTO), Japan Association of Travel Agency (JATA) and Overseas Tour Operators Association of Japan (OTOAJ).
- (5) Tourism sectors' contribution for Sustainable Development Goals (SDGs) and regional development.

- (6) Introduction of various new tourism sectors: eco-tourism, art tourism, sports tourism, green tourism, contents tourism, health tourism, MICE tourism and others.
- (7) Field visits to regional tourism area (ex: Projects which overcame environmental deterioration at *Ashio* area by toxic gases and polluted effluent waters from copper smelting plant and improving bio-diversity at *Watarase* retarding basin by promoting eco-tourism programs by DMOs, NPOs and private entities).
- (8) Field visits *Setouchi In-land Sea* areas for observing the projects for preserving historical quarters in *Kurashiki*, *Nao-shima Art Site*, *Ohenro* pilgrimage tour route, *Awa-odori* dance event tourism program in *Tokushima*, *Shikoku* and other natural beauty sites.
- (9) Tourism marketing and promotion theories and practical exercises by group works.
- (10) Individual Consultation on the preparation of action plan.
- (11) Preparation of an action plan by each participant which contains market analysis, developing strategic tourism promotion plan and marketing plan.
- (12) Presentation of the action plans and discussion.
- (13) Evaluation meeting and closing ceremony.

III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations

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

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 marketing and promotion activities in governmental or public tourism organizations
- 2) Experience in the relevant field: more than five (5) years
- 3) Educational Background: be a graduate of university or have the equivalent academic background

- 4) Language: have a sufficient command of spoken and written English which is equal to TOEFL IBT 65-80 (CBT 180-213, PBT 510-550) or more
- 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) Expectations for the Participants: be active in participating in cross-cultural activities which aim to supplement understanding of typical Japanese traditions and customs, as tourism has a cross-cultural nature
- 2) Age: between thirty (30) to forty-five (45) years old

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: to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Nominee's English Score Sheet: 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 **June 21, 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 July 12, 2019**.

5. Document to be submitted by accepted candidates:

Job Report -- to be submitted by **August 19, 2019**:

Before coming to Japan, only accepted candidates are requested to prepare a Job Report (detailed information is provided with Acceptance Notification). The Report should be sent to JICA by **August 19, 2019**, preferably by e-mail to tictip@jica.go.jp.

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 training expenditure depending on the severity of said violation.
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

*If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History(1-(d)) of the application forms. It may allow us (people concerned in this course) to prepare better logistics or alternatives.

IV. Administrative Arrangements

1. Organizer

(1) **Name:** JICA Tokyo

(2) **Contact:** Industrial Development & Public Policy division

(3) **Email:** tictip@jica.go.jp

2. Implementing Partner

(1) **Name:** World Business Associates Co., Ltd. (WBA)

(2) **URL:** <http://www.wba.co.jp/english/index.html>

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:** Term of Insurance: From arrival to departure in Japan.

*the traveling time outside Japan shall not be covered.

4. Accommodation in Japan

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

JICA TOKYO

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

TEL: 81-3-3485-7051 FAX: 81-3-3485-7904

(where “81” is the country code for Japan, and “3” is the local area code)

If there is no vacancy at JICA TOKYO, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of TIC at its URL, <http://www.jica.go.jp/english/contact/domestic/pdf/welcome.pdf>

5. Expenses

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

(1) Allowances for accommodation, 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, or dental treatment are not included)

(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 Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Other Information

1. Due to the limited availability of the personal computers in JICA, **it is mandatory to bring your personal computer (PC) equipped with a Power Point software**, since the PC will be used for the preparation and presentation of your “Tourism Marketing and Promotion Plan” in the training.
2. If you have a check on medical history of your application form, please write on detail about your condition and submit a certificate which your own doctor writes clearly you have no any obstacles to participate in.
3. If possible, please bring novelty goods or small souvenirs from your organization or your country. You may have some chances to see people who are involved with tourism industry and you could introduce your country with those goods.
4. It is recommendable to bring your traditional costumes if possible, in order to demonstrate your own culture.
5. Field trip is scheduled in the program. Participants are advised to bring the following things:
 - 1) Shoes for the field trip
 - 2) Raincoat/ Umbrella
 - 3) Backpack for daytrip

VI. ANNEX:

**Tourism Promotion and Marketing
(FY 2019)
*Job Report***

All the accepted candidates are requested to submit Job Report before starting the program. The detail will be provided with acceptance notification.

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

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



CORRESPONDENCE

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

JICA TOKYO

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

TEL: +81-3-3485-7051 FAX: +81-3-3485-7904