



Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

Sustainable Tourism Resource Management and Development (Natural Resources)(A)



Course Number: 202208349J001

Course Period: January 31- February 29, 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 we design sustainable development of tourism resources?

Gain insight to learn methods of regional development through the promotion of conservation and utilization of tourism resources in Japan, and to gain knowledge on the conservation and development of tourism resources (natural resources) adapted to the tourism sector in your country.



Outline

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

The sessions will be held by face to face in Japan(Sapporo) and will include lectures, field visits, workshops, discussions, presentations.

All sessions are carried out in English.

The period of the program is from January 31 to February 29, 2024.

Course Capacity: 10 participants



JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, 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?

Background

Hokkaido, the northernmost island of Japan, has experienced a striking increase in the number of foreign visitors mainly from neighbor countries in recent years except after the COVID-19 pandemic. What attracts them to Hokkaido is the rich nature and biodiversity, landscapes, snowy winter, gastronomy and natural hot springs and so on. By utilizing these local resources, Hokkaido has succeeded in establishing its local brand and positioning itself as an attractive tourist destination.

Objectives

Participants obtain knowledge of practical and effective sustainable tourism resource (natural resources) conservation and development, formulate action plans, and implement these plans within their affiliated organizations.

To Whom?

Job Areas and Organizations

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

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

Targeted Countries

Bosnia and Herzegovina, Botswana, Eritrea, India, Jordan, Mongolia, Montenegro, Samoa, Sao Tome and Principe, Vanuatu

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

When?

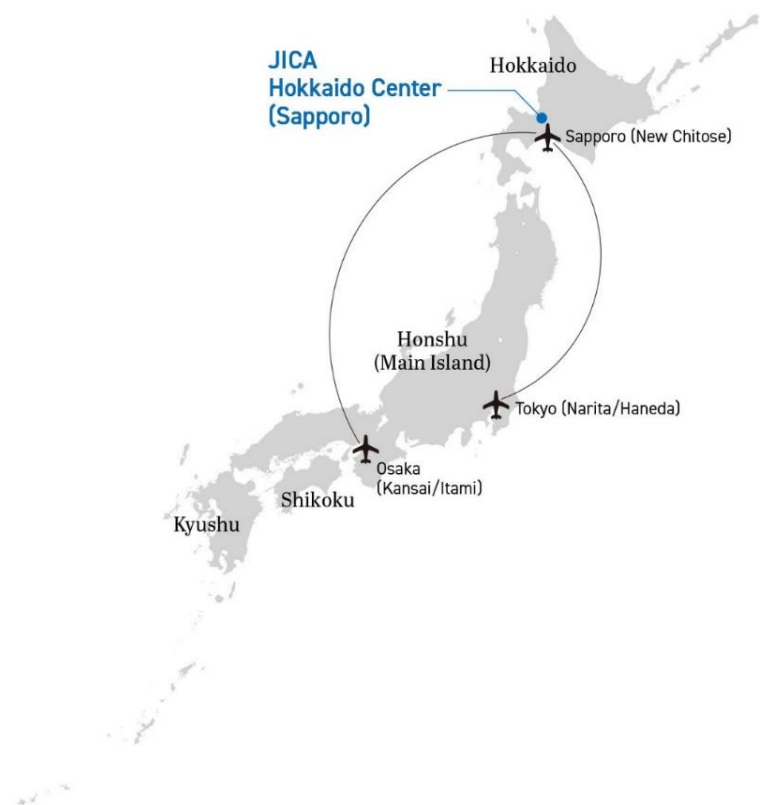
Program Period



From January 31, 2024
to February 29, 2024

Where?

This course organized by the JICA Hokkaido (Sapporo) Center will be held in northernmost Japan. Hokkaido is one of Japan's leading tourist destinations, with its rich nature and biodiversity, scenery, snowy winters, gastronomy, and natural hot springs. By utilizing these local resources, Hokkaido has succeeded in establishing its local brand and positioning itself as an attractive tourist destination.



How?

How to Learn

- Lectures
- Field Visits
- Discussions
- Presentations



Watch



Interact



Experience



Study



Interact



Discuss

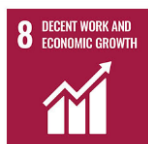


Present

Language

English

Commitment to the SDGs



Program Structure

Details on each component are given below. Please note that the activities are subject to minor change

Expected Module Output and Contents

(1) Preliminary Phase in a participant's home country

Participating organizations make required preparation for the Program in the respective country.

Expected Module Output	Activities
Country report is prepared	Preparation for Country Report. (The detail of the Country Report is explained in the Annex I)

(2) Program		
Expected Module Output	Subjects/Agendas	Methodology
To organize present situation and issues of tourism resource management/ development in participants' own countries.	<p>To learn about:</p> <ul style="list-style-type: none"> Japanese Economy & Tourism Policy Knowledge sharing(Tourism resources and tourism promotion-Importance of management) Global Case Studies in Tourism Destination Management Overview of Tourism in Hokkaido Hokkaido Tourism Promotion and its Sustainability"Campaign to Host ATWS" Global Sustainable Tourism Council Transforming "Negative Existence" to "Positive Tourism Resources" etc. 	Lecture Discussion
To consider the future's tourism development based on the examples of innovative Japanese approaches related to conservation and utilization of natural tourism resources.	<p>To learn about:</p> <ul style="list-style-type: none"> Background Information and Future Development of The Sapporo Snow Festival Initiatives on Forest Management for Cultural Tourism Promotion Global Sustainable Tourism Council Cases of Sustainable Tourism Initiatives In Niseko Town Transforming "Negative Existence" to "Positive Tourism Resources" Regenerative Travel and Initiatives for Shiretoko Branding The Future of World Natural Heritage and Tourism Promotion etc. 	Lecture Discussion Observation
To learn marketing/promotion strategies and branding methods, and understand the process of brand building for local tourism resources and success/failure factors and challenges.	<p>To learn about:</p> <ul style="list-style-type: none"> Global Case Studies in Tourism Destination Management Cases of Sustainable Tourism Initiatives In Niseko Town Sustainable Tourism Development Preservation of Canal in Otaru and Tourism Promotion etc. 	Lecture Discussion Observation

Expected Module Output	Subjects/Agendas	Methodology
To learn examples of efforts by the environment, tourism, and local communities, including local residents and local industries, in order to conserve and utilize sustainable and developable tourism resources, and select methods that can be used in their own countries.	To learn about: <ul style="list-style-type: none"> • Community-Based Tourism to Enrich the Region • Sustainable Tourism Development • Global Sustainable Tourism Council • Cases of Sustainable Tourism Initiatives In Niseko Town • Government Initiatives on SDGs As Tourism Destination and Sustainable Development • Preservation of Canal in Otaru and Tourism Promotion • Transforming "Negative Existence" to "Positive Tourism Resources" etc, 	Lecture Discussion Observation
To consider the new approaches of tourism and countermeasures for the "new normal" through a group discussion.	To learn about: <ul style="list-style-type: none"> • Sustainable Tourism Development and Global Sustainable Tourism Council • Transforming "Negative Existence" to "Positive Tourism Resources" etc, 	Workshop Discussion
To propose measures and plans for sustainable management and development of tourism resources in their own countries.	<ul style="list-style-type: none"> • Sustainable Tourism Development and Global Sustainable Tourism Council • Transforming "Negative Existence" to "Positive Tourism Resources" • Final Report Presentation & Discussion 	Discussion Consultation Presentation

Management Members

Instructors (more to be confirmed)

Course Leader

Toshikazu KINOSHITA

Part-time Lecturer, Kumamoto Prefectural University

I started my career at a private tourism agency working for 13 years. Then, I have experience for tourism development in Papua New Guinea and Lao PDR.

In this program, I believe that it would be a very exciting opportunity to learn, share information and knowledge for "Sustainable Tourism Resource Management" with you.



Course Leader

Ayaka YOSHIKAWA

Owner & Co-founder, Adventure Hokkaido

I am the driving force behind Adventure Hokkaido, bringing together this team of expert local guides to offer unforgettable experiences in the Hokkaido outdoors.

Let's gain a new perspective on your work through discussions with the lecture and other participants. I look forward to meeting you!



Implementing Partner

Ryusei OGURA

Director, Hamanasu Foundation

I usually work in regional development and support.

I was in charge of designing this program that you'll be attending.

We hope that this course will be a learning experience for you and for us.



Implementing Partner

Yuki SANADA

Senior Staff, Hamanasu Foundation

I'm in charge of regional development, internal system operation and maintenance, and asset management.

In this course, I will be preparing for your training and accompanying you on your inspection trips, recording and coordinating your travel.

I'm looking forward to meeting you.



Coordinator

Kuniko MAKI

Training Coordinator

Hi, greetings to you all from Hokkaido, Japan!

I am Kuniko Maki, your training coordinator. During your stay, I will coordinate lecture interpretation, time management, and other activities to ensure that your understanding of the training goes smoothly.

Hokkaido is one of the major tourist destinations in Japan that attracts huge numbers of domestic and international visitors with its magnificent natural resources. We are confident that you will discover and experience that will be beneficial to the promotion of tourism in your country.

I look forward to seeing you soon!



Program Officer/ Program Assistant

Tomoyo HOSOKAWA / Kanae OTA

Japan International Cooperation Agency (JICA)

Hokkaido (Sapporo) Center

"Hello everyone! Welcome to this course!

We wish to exchange and share our knowledge to promote sustainable tourism around the world!



Voice

Past Program Alumni Comments



Jelena Gavrilovic Bosnia and Herzegovina

All the lectures were very useful. But I must say that I am impressed about sustainable tourism in Shiretoko National park. I learned a lot about how people and animals can live together. That we can and must protect our nature, but at the same time people can live from nature through sustainable tourism. I learned that Ecotourism is a very important niche in tourism, and that we must minimize tourism impact but maximize tourism contribution. It is very important that we develop Community Based Tourism in our communities. This is just a couple of words, but the whole Program is great and very very useful for us. I learned a lot and I implement this knowledge in my present work. Thank You again for this opportunity.

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.
-

2. Nominee Qualifications

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

(1) Essential Qualifications

- 1) Current Duties: Officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion. Includes NPOs, tourism industry groups and private tourism operators etc.
- 2) Experience in the Relevant Field: have at least 3 years' experience in the field of tourism development.
- 3) Educational Background: be a graduate of university
- 4) Language Proficiency: Have a competent command of spoken and written English (This Training Programs includes active participation in discussions, Final Report development, thus requires high competence of English ability.)
- 5) 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) Age: between the ages of twenty-five (25) and fifty (45) years
- 2) Experience Visiting/Living in Japan: It's preferable that the applicant has not made any previous visits to Japan
- 3) Gender Equality and Women's Empowerment: <1> 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. /<2> JICA seeks more female applicants due to the past records of fewer applications from women. 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.

3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the JICA overseas office (or the Embassy of Japan)
- (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.
*The following information should be included in the photocopy:
Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date
- (3) **Country Report**
To be submitted with Application form (please refer “**ANNEX I**” and “**ANNEXI-1**”). Country Report will be taken into account at the time of selection of candidates.

4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please 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 December 15, 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 December 22 2023**.

5. 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 Hokkaido Center(JICA Hokkaido(Sapporo))
- (2) **Program Officer:**
HOSOKAWA Tomoyo
(Hosokawa.Tomoyo@jica.go.jp)
- (3) **Program Assistant:**
OTA Kanae (Ota-Kanae@jica.go.jp)



2. Implementing Partner

- (1) **Name:** Hamanasu Foundation
- (2) **URL:** <https://www.hamanasu.or.jp/>

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.

4. Accommodation in Japan

Basically, JICA will arrange the following accommodation(s) for the participants in Japan: JICA Hokkaido Center (Sapporo)
Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido, 003-0026, Japan

TEL: 81-11-866-8393 FAX: 81-11-866-8382

(where “81” is the country code for Japan, and “11” is the local area code)

If there is no vacancy at JICA Hokkaido (Sapporo), JICA will arrange alternative accommodations for the participants. Please refer to facility guide of HKIC at its

URL: <https://www.jica.go.jp/sapporo/english/office/about/facilities.html>

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/accept

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.

Image videos of 'Introduction of JICA Center (YouTube)' show the following information of JICA Centers: Location, Building, Entrance, Reception(Front desk), Lobby, Office, Accommodation(Room), Amenities(Hand dryer), Bathroom(Shower and Toilet), Toiletries, Restaurant, Laundry Room(Washing machine, Iron), ICT Room(Computer for participants), Clinic, Cash dispenser, Gym, Neighborhood

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 Hokkaido
(Sapporo)

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

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

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

Other Information

Accommodation

JICA Hokkaido Center (Sapporo) works as a base of this training program. The Center is equipped with accommodation facilities for JICA training participants.

For study tours taking place far from the Center, JICA will arrange hotels for the participants.



Climate

Hokkaido enjoys four distinctive seasons and you will need to prepare adequate clothing for the season in which you will participate in the program.

Spring

April, May, June

Max Temp: 21.5°C | Min Temp: 3.2°C

Summer

July, August, September

Max Temp: 26.4°C | Min Temp: 14.2°C

Fall

October, November, December

Max Temp: 16.2°C | Min Temp: -4.1°C

Winter

January, February, March

Max Temp: 4.0°C | Min Temp: -7.0°C

This program is implemented in winter. It's very cold so you need to prepare warm clothes.

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



PDF: Facility Guide for JICA Hokkaido Center

English/French/Spanish/Russian

<https://www.jica.go.jp/sapporo/english/office/about/facilities.html>



Video: Welcome to JICA Hokkaido

Introduction of JICA Hokkaido

<https://youtu.be/ZTw5Dtcu8o4>



Annex/

Country Report

1.INTRODUCTION

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

2.PURPOSE

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

3. INSTRUCTIONS

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

Annex I-1 Country Report Items

1) Basic information

Name	
Organization	
Position	
Country	
Outline of duties	

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

--

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

--

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

--

5) Describe your expectation of this training program.

--

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

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For Your Reference

JICA and Capacity Development

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

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

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

Japanese Development Experience

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

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

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

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

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 Hokkaido Center (JICA Hokkaido (Sapporo))

Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido 003-0026, Japan

TEL: +81-11-866-8393 FAX: +81-11-866-8382

("81" is the country code for Japan, and "11" is the local area code)