



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: 202411579J001


Course Period: September 24th - October 29th, 2025



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 can you design and manage innovative programs to coexist with cultural heritage and local communities?

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



Outline



Participants of this program will analyze the challenges in respective country and provide solutions in the areas of sustainable tourism promotion with cultural heritage and local communities, in comparison with cases in Japan.



Participants have opportunities for lectures from specialists, workshops, field visits, and lively discussion with other participants to deeply understand the issues and solutions.



As an outcome of this program, participants will prepare a feasible action plan.



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



All the sessions will be in English and conducted in Japan.

The program starts on September 24th and ends on October 29th. Participants have to complete their preliminary assignments before coming to Japan.

Course Capacity: 13 persons



JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in June 2023, 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.

Table of Contents

For What?

(Background, Objectives)	6
--------------------------------	---

To Whom?

(Job Areas and Organizations, Targeted Countries)	7
---	---

When?

(Face-to-Face Program Period)	8
-------------------------------------	---

Where?

(Place Where the Program Take Place)	8
--	---

How?

(How to Learn, Language, Commitment to the SDGs)	9
--	---

(Program Structure)	10
---------------------------	----

Eligibility and Procedures

(Expectations to the Applying Organizations, Nominee Qualifications)	12-14
--	-------

(Required Documents for Application)	14
--	----

(Procedures for Application and Selection)	14-15
--	-------

(Additional Document(s) to Be Submitted by Accepted Participants)	15
---	----

(Conditions for Participation)	15-16
--------------------------------------	-------

Administrative Arrangements

(Organizer (JICA Center in Japan), Implementing Partner, Travel to Japan, Accommodation in Japan, Expenses, Pre-departure Orientation)	17-20
---	-------

Annex

(Job Report and Country Report)	21-22
---------------------------------------	-------

For Your Reference

(JICA and Capacity Development, Japanese Development Experience)	23
--	----

Correspondence

(For Enquiries and Further Information)	24
---	----

For What?

Background

Tourism is a promising industry for many developing countries, as it utilizes existing domestic resources and offers a wide range of related industries and labor absorption capacity. Target 8.9 of SDG Goal 8 (which aims to develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products by 2030) has also been established. The significance of promoting the tourism industry extends beyond economic perspectives. Preserving and developing natural landscapes, historical buildings, and the lifestyles, cultures, and traditions of the local people as tourism resources helps preserve the common heritage of humanity, ensures local identity, and provides local residents with pride and a sense of purpose in life. On the other hand, there are negative aspects such as over-tourism, environmental destruction, the destruction of cultural and natural heritage, and the adverse effects on the lives of local residents. It is important to control these negative impacts and maximize the positive ones.

Japan has a wide variety of tourism

resources, including cultural heritage, cultural landscapes, traditional performing arts, local specialties, and Japanese food, all accumulated over a long history. Efforts to develop tourism by leveraging the features and characteristics of these resources have contributed to a rapid increase in overseas tourists and regional development, attracting global attention. The Kansai region, where the training is conducted, also has many cultural resources, including World Heritage sites, and has accumulated diverse knowledge regarding "tourism region development" to sustainably utilize cultural resources and tourism income. The goal of this training is to acquire the knowledge necessary to sustainably utilize one's country's cultural heritage and achieve the autonomous growth of local communities and sustainable tourism development, while also developing the core competencies to formulate action plans.

Objectives

The objective is to acquire core competencies to develop action plans for the promotion of sustainable tourism development through the appropriate conservation and utilization of cultural heritage.

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.

Targeted Countries

Bosnia and Herzegovina, Egypt, Ethiopia, Guatemala, India, Kiribati, Laos, Papua New Guinea, Republic of North Macedonia, Samoa, Tanzania, Tunisia



When?

Program Period



Face-to-Face in Japan

September 24th – October 29th,
2025

Key Dates

Application Deadline

August 7th, 2025

Notice of Acceptance

August 22nd, 2025

Country Report Submission

September 17th, 2025

Where?

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



Program Structure

【Objective】

Develop core competencies to make action plans to promote sustainable tourism development through appropriate conservation and utilization of cultural heritage.

【Outcome】

1. Analyze the current utilization and challenges of cultural heritage in the tourism sector in participants' country.
2. Understand Japan's policies, legal frameworks, and administrative systems at both national and local levels regarding cultural heritage management and tourism development and compare them with those in participants' country.
3. Gain an overview of the preservation, restoration, disaster prevention, and crisis management of cultural heritage, particularly during emergencies.
4. Learn from Japanese case studies about strategies and experiences related to enhancing the appeal of cultural heritage and increasing visitor numbers.
5. Develop a feasible action plan to promote sustainable tourism by utilizing

【Subjects】

+Lecture, Site Visit, Exercise, Discussion and Presentation



Program Schedule	
(This content is for 2024, different programs will be offered in 2025.)	
Program Orientation	
Icebreaking meeting	
Orientation	
Project Cycle Management (PCM) Workshop	
Move to Kyoto	
Exploring Kyoto #1 (Observation of cultural resources and townscape preservation)	
Course Orientation	
Comments and feedback on your Job report & Country report	
Preservation and Use of Cultural Heritage in Japan	
Local cultural heritage and Act on Maintenance and Improvement of Traditional Town	
Heritage Management and Tourism	
Reflection of the previous week	
Tourism Resources (such as accommodations and food)	
Reflection of the previous week	
lunch and Garden Visit - Ganko Takasegawa Nijoen	
Crafts and tourism as local culture	
Handy crafts experience	
Landscape Preservation in Kyoto	
Efforts to Develop a Model for the Preservation and Utilization of Cultural Properties - World Heritage Site Nijo-jo Castle	
Case study: Kyo-Machiya	
Case study: Kyo-Machiya(Visit Gion-Shinabshi and Hanamikoji)	
Exploring Kyoto #2 -"Sannei-zaka" Preservation Districts for Groups of Historic Buildings	
Submission of Weekly Comment Sheet	
Review	
Exploring Nara -Naramachi(former merchant district with old houses)	
Disaster prevention planning for cultural heritage and evacuation of tourists	
E-learning - Preservation Efforts in Shirakawa-mura(Shirakawa-village)	
E-learning - Challenges of Takayama city's overseas strategy	
Various Manners of Architectural Design for Conservation of Historic Townscape	
Exploring Kyoto #3 -Sagano District	
Discussion	
Submission of Weekly Comment Sheet	
Guidance on Action Plan Making	
Reflection of the previous week	
<ul style="list-style-type: none"> • Individual Discussion on Action Plan Making • Preparation of Action Plan Presentation 	
Submission of Action Plan	
Action Plan Presentation	
Summary Comment on Action Plan	
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.
-

2. Nominee Qualifications

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

【Remarks】 Each Organizations is requested to strongly encourage female candidates to apply for acceleration of gender Equality and women's empowerment.

(1) Essential Qualifications

- 1) **Current Duties:** Administrative officials in charge of cultural heritage conservation or landscape /Government officials in charge of tourism development based on cultural heritage conservation or landscape conservation in areas with cultural heritage.
- 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.

7) Requirement for the certificate: Full participation in the program and submission of various assignments (including the preliminary assignment) is an essential requirement for the completion of the course.

(2) Recommended Qualifications

Expectations for the Participants

- 1) Age: between the ages of twenty-five (25) and fifty (50) years
- 2) Gender Equality and Women's Empowerment: 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) **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 or ID:** 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

*It is recommended that your passport be valid for more than 6 months after the last day of the program.

(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)

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 7th**, 2025)

(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 August 22nd, 2025.**

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

Country Report -- to be submitted by **September 17th, 2025**

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 / Shimizu.Yoshitomo3@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)
 - Mr. SHIMIZU Yoshitomo (Shimizu.Yoshitomo3@jica.go.jp)
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2. Implementing Partner

To be determined.

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: +81-78-261-0342
(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 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

[The Knowledge Co-Creation Program \(KCCP\) | Our Work | JICA](#)



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 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 17th, 2025**.

You will make a presentation with PPT slides at the beginning of the course.

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: +81-78-261-0342

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