



Knowledge Co-Creation Program (Group & Region Focus)

General Information on

**Utilizing Cultural Heritage for Sustainable Tourism
Development (In Japan)**

**課題別研修「文化遺産を活用した持続可能な観光開発」(本邦研修)
JFY 2022**

Course No. 202107855J001

Course Period in Japan: From September 27, 2022 to November 8, 2022

*In the context of the COVID-19 pandemic, please note that there is still a possibility the course period will be changed, shortened, or the course itself will be changed to online program only.

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.

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.

I. Concept

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..

For what?

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.

For whom?

This program is designed for administrative officials in charge of conservation of cultural resources and landscapes as well as tourism development. Lectures, discussions, and fieldwork will be conducted from the perspective of sustainable tourism, utilizing the unique characteristics of the Kansai Region, focusing on cultural resources conservation and tourism development by local communities, universal tourism, and disaster prevention.

In addition, as a countermeasure against the COVID-19, the program aims to develop knowledge to stimulate domestic tourism demand and to create a system that can promote a more resilient tourism industry.

How?

(1) Participating organizations are requested to prepare a Job Report to identify facing issues in the Tourism development. The report will be shared with other participants and experts/lecturers in Japan for further discussion. Participants are expected to recognize clear missions or assignments of what to acquire from the program before their departure to Japan.

(2) A wide variety of lectures, discussion and fieldworks will be provided with such subjects as Tourism development policy, Preservation of Cultural Properties, Promotion, Universal tourism, Disaster prevention system etc.,

Based on newly acquired knowledge and information in the program, participants are expected to formulate the Action Plan in order to address the issues in their organization.

(3) Participating organizations are required to establish a program by their own initiatives to disseminate techniques and knowledge brought back by participants. It is

also expected that participants are provided with enough support to carry out their Action Plans.

Sustainable Development Goals (SDGs)

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



II. Description

1. **Title (Course No.)**
Utilizing Cultural Heritage for Sustainable Tourism Development (202107855J001)
2. **Course Period (In Japan)**
From September 27, 2022 to November 8, 2022
3. **Target Regions or Countries**
Brazil, Egypt, Micronesia, Iraq
4. **Eligible / Target Organization**
Central and local government and other public organizations in charge of tourism development, which incorporates conservation of cultural heritages and/or landscapes
5. **Capacity (Upper limit of Participants)**
4 participants
6. **Language**
English
7. **Course Objective(s)**
Formulate action plans in order to promote sustainable tourism development through appropriate conservation and utilization of cultural heritages
8. **Overall Goal**
 - 1) To analyze current status of utilizing cultural heritages and their challenges in home country
 - 2) To understand public policies (national and local levels), legal systems, operation and management concerning cultural heritage management and tourism development in Japan
 - 3) To understand disaster prevention for cultural heritages and crisis management in case of disasters
 - 4) To understand the methodologies, operation and maintenance of conservation of cultural heritages and promotion of accessible tourism

9. Expected Module Output and Contents:

Module Output 1:

- 1) Presentation of a report on current status and challenges of home country, in comparison with other countries

Module Output 2:

- 1) Lectures on policies (national and municipal levels) and legal systems for managing cultural heritages and tourism development in Japan, and their implementing methodologies and applicability for home country
- 2) Site visits on management of cultural heritages in Japan and tourism development

Module Output 3:

- 1) Lectures on disaster risk management (including natural disasters) for cultural heritages and their surrounding areas
- 2) Site visits on disaster risk management (including natural disasters) for cultural heritages and their surrounding areas

Module Output 4:

- 1) Lectures on legal systems, methodologies, operation and management for promoting accessible tourism
- 2) Site visits on accessible tourism

- **Please refer the schedule on the next page for more information on content.**

Tentative Schedule (Contents are subject to change)			
9/27	Arrival in Japan Move from Tokyo to JICA Kansai (Kobe) *Blue sector country only		
9/28	Briefing and Program Orientation	JICA Kansai	Online session(Live)
9/29	Tourism Policy of Japan	-	On-demand
9/30	Japanese society and history	JICA Kansai	Online session(Live)
10/1	The ABC of PCM #0-2	-	On-demand
10/2	The ABC of PCM #3-5	-	On-demand
10/3	Icebreaking meeting Comments and feedback on your Job report & Country report	Course Leader	Online session (Live)
10/4	Japanese Education system	-	On-demand
10/5	Move from Tokyo to JICA Kansai (Kobe) *Yellow sector country only JICA Kansai Facility Tour The ABC of PCM #6	JICA Kansai	On-demand
10/6	Project Cycle Management (PCM) Workshop	JICA Kansai	Workshop
10/7	Course Orientation Move to Kyoto	Course Leader	
10/8	Exploring Kyoto #1 (Observation of cultural resources and townscape preservation)	Course Leader	Observation
10/9	day off / filing (documents, etc.)		
10/10	day off / filing (documents, etc.)		
10/11	Heritage Management and Tourism Local cultural heritage and Act on Maintenance and Improvement of Traditional Town	Lecturer	
10/12	Exploring Shiga -OmiHachiman (Observation of cultural resources and townscape preservation)	Course Leader	Observation
10/13	Case study: Kyo-Machiya(traditional townhouse) Discussion	Lecturer Participants	
10/14	Preservation and Use of Cultural Heritage in Japan Conservation and Repair Method of Cultural property buildings in Japan Submission of Weekly Comment Sheet	Lecturer Lecturer	
10/15	day off / filing (documents, etc.)		
10/16	day off / filing (documents, etc.)		
10/17	Reflection of the previous week Landscape Preservation in Kyoto	Course Leader Lecturer	
10/18	Landscape Act and Plan, Land scape Aesthetic Management Disaster prevention planning for cultural heritage and evacuation of tourists	Lecturer Lecturer	
10/19	Tourism Resources (such as accommodations and food) Lunch and Visit to the Japanese Garden Discussion	Lecturer Course Leader Participants	Observation
10/20	Kyoto Cultural Experience Efforts to Develop a Model for the Preservation and Utilization of Cultural Properties -World Heritage Site Nijo-jo Castle	Lecturer	Workshop Lecture + Observation
10/21	Exploring Kyoto #2 -"Sannei-zaka" Preservation Districts for Groups of Historic Buildings Submission of Weekly Comment Sheet	Course Leader	Observation
10/22	day off / filing (documents, etc.)		
10/23	day off / filing (documents, etc.)		
10/24	Reflection of the previous week Tourism Development with cultural heritage and local culture, and Universal tourism	Course Leader Lecturer	
10/25	Exploring Nara -Naramachi(former merchant district with old houses)	Lecturer	Observation
10/26	Community Development and Preservation of Local Cultural Properties Various Manners of Architectural Design for Conservation of Historic Townscape	Lecturer Lecturer	
10/27	Inbound Strategy of Takayama City Preservation Efforts in Shirakawa-mura(Shirakawa-village) Submission of Comment for the On-demand materials	- -	On-demand On-demand
10/28	Guidance on Action Plan Making Discussion Submission of Weekly Comment Sheet	Course Leader Participants	
10/29	Exploring Kyoto #3 -Sagano District	Course Leader	
10/30	day off / filing (documents, etc.)		
10/31	Reflection of the previous week • Individual Discussion on Action Plan Making • Preparation of Action Plan Presentation	Course Leader Course Leader and Participants	
11/1	• Individual Discussion on Action Plan Making • Preparation of Action Plan Presentation	Course Leader and Participants	
11/2	Submission of Action Plan	Participants	
11/3	Move to JICA Kansai (Kobe) / Preparation for the Action Plan Presentation		
11/4	Action Plan Presentation Summary Comment on Action Plan	Participants Course Leader	
11/5	day off / filing (documents, etc.)		
11/6	day off / filing (documents, etc.)		
11/7	Evaluation meeting Closing Ceremony		
11/8	Leaving from Japan		

III. 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 utilize 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: Public officials in charge of tourism development incorporating the preservation of cultural heritages and landscape conservation.
- 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: have a competent command of spoken and written English which is equal to TOEFL iBT 90 or more. (This program requires high competence of English ability to analyze and express the issues of their country. 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) 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 illness; Hypertension/ Diabetes/ Cardiovascular illness/ Heart failure/ Chronic respiratory illness.
- 6) Attendance Requirement: High attendance rate and submission of

various assignments is an essential requirement for the completion of the course.

(2) Recommended Qualifications

- 1) Age: Between 25 to 50 (inclusive) years old.
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA makes a commitment to promote gender equality and women's empowerment, providing equal opportunity for all applicants regardless of sexual orientation and 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)**

* 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 forms. Information will be reviewed and used for reasonable accommodation.

(2) Photocopy of Passport or Official ID:

Photocopy should include Name, Date of Birth, Nationality, Sex, Passport number and Expire date. (If you do not have a passport, provide a valid identification documents with you name and date of birth)

(3) English Score Sheet (photocopy): if the nominees have any official English examination scores, it should be submitted with the application form, (e.g., TOEFL, TOEIC, IELTS)

(4) Job Report: to be submitted with the application form. Fill in Annex of this General Information.

4. Procedures for Application and Selection

(1) Submission of the Application Documents

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

(All required material must arrive at **JICA Center in Japan by August 12th, 2022**)

(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, 2022.**

5. Document to be submitted by accepted participants:

Accepted participants are required to submit a Country report (Power point slide of the Cultural heritage site). Please see the ANNEX.

- (1) The report should be sent to JICA Kansai **by September 16th, 2022** by e-mail to Miura.Sadako@jica.go.jp and Arie.Yuki2@jica.go.jp
- (2) The report must be made by Power Point slide.

6. Conditions for Participation

The Participants of KCCP are required

- (1) to strictly observe the course schedule
- (2) not to change the online program topics
- (3) not to record or share the online contents without JICA's permission
- (4) to comply with the use conditions of copyrighted works by each copyright holder, when using texts and other materials distributed for KCCP.
- (5) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (6) 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),
- (7) not to bring or invite any family members (except for programs longer than one year),
- (8) 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,
- (9) to observe the rules and regulations of the program implementing partners to provide the program or establishments,

- (10)** not to engage in political activities, or any form of employment for profit,
- (11)** 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 "5. Expenses", "IV. Administrative Arrangements",
- (12)** 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,
- (13)** not to drive a car or motorbike, regardless of an international driving license possessed,
- (14)** to observe the rules and regulations at the place of the participants' accommodation, and
- (15)** to refund allowances or other benefits paid by JICA in the case of a change in schedule.

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

(1) **Center:** JICA Kansai Center (JICA Kansai)

(2) **Program Officer:**

Ms. MIURA Sadako (Miura.Sadako@jica.go.jp)

Ms. ARIE Yuki (Arie.Yuki2@jica.go.jp)

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/>

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 Kansai Center (JICA Kansai)

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

TEL: 81-78-261-0383 FAX: 81-78-261-0465

(where “81” is the country code for Japan, and “78” is the local area code)

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of Kansai Center at its URL: <https://www.jica.go.jp/kansai/english/office/index.html>.

5. Expenses:

The following expenses in Japan will be provided by JICA

(1) Allowances for meals, living expenses, outfit, 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.

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:

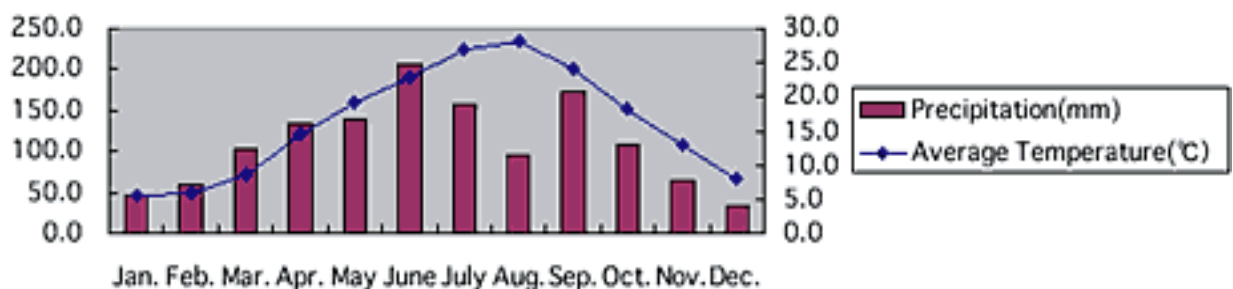
A pre-departure orientation will be held at the respective country's JICA office (or the Japanese Embassy), to provide participants with details on travel to Japan, conditions of the course, and other matters.

YouTube of "Knowledge Co-Creation Program" and "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

V. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. Participants are required to bring laptop. During the quarantine, participants are required to work on the computers, including joining online and on-demand program, preparing Action Plans, etc. Most of the accommodations and JICA Kansai Center have internet access.
3. Each participant is requested to bring comfortable shoes and outfit suitable for walking during field visits / activities for practice
4. Allowances, such as for living, outfit, and shipping, will be deposited to participants' temporary bank account (opened by JICA) 2 to 5 days after their arrival in Japan. It is highly advised to bring some cash in order to cover necessary expense for this period.
5. Participants are recommended to exchange their currency to Japanese Yen (JPN) at any transit airport or your arrival airport in Tokyo/Kansai, Japan.
6. The climate in October in Japan is usually moderate and sometimes hot and muggy a little as the climate graph below indicates.



* Short/long-sleeved shirts and/or light jackets are considered most suitable as typical seasonal wears.

*A suit and a tie or similar style of clothing including the traditional costumes may be needed for some formal occasions.

VI. ANNEX : Job report

Utilizing Cultural Heritage for Sustainable Tourism Development

Country:	
Name:	

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.*

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 with cultural heritage's Core zone, Buffer zones and Surrounding area.
- ② Tourist Map of your target the "Cultural Heritage Tourism Area"

If the maps are available at Internet, please cite URL of those maps.

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 16.](#)

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 phots of tourist area that we can easily find its features. It should be included accommodation area, shopping area, downtown area and local market and more.

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.



Contact Information for Inquiries

For enquiries and further information, please contact the JICA overseas office or the 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