

Tourism Promotion and Marketing: Targetting Japanese Market 観光振興とマーケティング		Continuing
		60 participants
<b>Target Countries :</b>		
<b>Course No. :</b> (A)J1704244/(B)J1704082/(C)J1704252		<b>No. :</b> (A)1784665/(B)1784888/(C)1784933
<b>Sector :</b> Private Sector Development/Tourism		
<b>Sub-Sector :</b> Urban/Regional Development/Regional Development		
<b>Language :</b> (A)English/(B)English/(C)Vietnamese		
<b>Outline</b>		
Targetting the Japanese market, this training aims at providing the government staff with the knowledge and skills in appropriately and effectively planning and implementing the tourism marketing and promotion. This will lead to sustainably developing the tourism resources, enhancing the institutional arrangement for receiving the tourists, and understanding the market trend of the targeting countries.		
<b>Objective/Outcome</b>		<b>Target Organization / Group</b>
<b>【Objective】</b> The developed destination-marketing plan for the Japanese market through consolidating the participating countries' issues with tourism development, will be shared among the participants' organizations.		<b>【Target Organization】</b> Government/Public Organizations involved in Tourism Promotion or Tourism Marketing <b>【Target Group】</b> Government officers or Public Organization officials responsible for Tourism Promotion or Tourism Marketing, who have at least 3 years working experience in those fields.
<b>【Outcome】</b> 1. Understand the current situation of Japanese market, government, tourism industry and its structure. 2. Deepen the understanding of the trend/characteristics of Japanese tourists, and tourism development in participating countries. 3. Understand the tourism promotion and marketing methods in other countries. 4. Create a tourism marketing plan for each country targeting Japanese market through applying the knowledge/know-how earned from from the above steps 1 to 3.		
<b>Contents</b>		
[Preliminary Activities] Developing the country reports  [Training in Japan] Theoretical lectures, practical training, observation, and discussion of the following contents:  (1) Administration of Japanese Tourism (incl. Policy, Organization, Legislation system,, Statistics)  (2) Japanese Tourism-related Organizations (Local governments, JNTO, JATA, OTOA, etc.)  (3) Japanese Domestic Tourism  (4) Tourism Marketing (Foreign Government Tourism Agencies, Airline Companies, Guidebook Publishers, Travel Companies, etc.)  (5) Tourism Marketing Plan Development/Presentation and Discussion  [Subsequent Activities] After returning home countries, trainees will hold workshops to share training results to affiliated organizations and various related organizations. Then, they will report the results to JICA.		<b>Course Period</b> (A) 2017/06/06~2017/07/13 (B) 2017/09/18~2017/11/01 (C) 2018/01/14~2018/01/31
		<b>Department in Charge</b> Industrial Development and Public Policy Department
		<b>JICA Center</b> (A) JICA Tokyo (Industry&Public) / (B) JICA Tokyo (Industry&Public) / (C) JICA Tokyo (Industry&Public)
		<b>Cooperation Period</b> 2016~2018
<b>Implementing Partner</b>	(A) Japan Transport Cooperation Association / (B) Japan Transport Cooperation Association / (C) Japan Transport Cooperation Association	
<b>Remarks and Website</b>		