

Human Resource Capacity Development on "Japanese Hospitality, Omotenashi" in Tourism 観光人材育成研修「おもてなし」		Continuing Innovative and Quality	
		23 participants	
Target Countries : Countries which seek for improvement of tourism-related service operations			
Course No. : (A) J1704331/(B) J1704348		No. : (A) 1784664/(B) 1784930	
Sector : Private Sector Development/Tourism			
Sub-Sector : Private Sector Development/Tourism			
Language : (A) English/(B) Vietnamese			
Outline			
The program is designed for the governmental institutions and private sectors in tourism to learn how to improve quality of service based on the Japanese hospitality, Omotenashi which includes cultural background, attitude and know-how of delivering services in tourism. In addition, ideas on promotion of sustainable tourism jointly developed by private & public sector and academia will be shared.			
Objective/Outcome		Target Organization / Group	
【Objective】 Action plans for improvement of quality of service in tourism will be drafted based on the leanings from the program on Japanese hospitality for improving human resource capacity in tourism. The plans are expected to be shared with related private companies and governmental institutions in their countries and implemented in their own countries.		【Target Organization】 1. Local and Central Government departments and institutions which are in charge of tourism. 2. Hotels and tourism related private institutions.	
【Outcome】 1. To understand and analyze issues in tourism and human resource capacity building in tourism industry in the own countries; 2. To work on comparative study on the situation of own countries and Japan about strategy for improving tourism service delivery and tourism marketing; 3. To exchange ideas on the different ways of service and promotion strategy between Japanese tourists and foreign tourists with Japanese tourism-related companies based on the learning on the practical methods and approaches for customer-oriented services; 4. To make field visits to hotels and tourist sites where trainees can learn about the ways how the communities are involved in the effort in improving hospitality toward sustainable tourism on the spot; 5. To draft action plans on human resource development in tourism in order to improve tourism-related service operations in their own countries.		【Target Group】 1. Government officials and private institutions in tourism who make and execute human resource development plans. 2. More than 5 years engagement with the same work. 3. Those in need of improving tourism-related service operations in their work.	
Contents			
【Activity in Preliminary Phase in home country】 Draft Job Reports and submit them before departure.		Course Period (A) 2017/09/11~2017/10/14 (B) 2018/02/05~2018/02/24	
【Activities in Core Phase in Japan】 1. Analysis and discussion on the human resource development programs and provision of customer-oriented services in the trainees' own countries. 2. Japanese approaches on the tourism development. (EX. Joint activities by private sector, public sector and academic institutions) 3. Marketing strategy and Omotenashi presented by tourism professionals. 4. How to improve tourism-related operations and its economic values 5. Site visits to historic tourism and sustainable tourism. 6. Practical training for improving quality of service. 7. Draft Action Plan for improving quality of services in tourism.			
【Finalization Phase in home country】 1. Submit Progress Report based on the action plan within 6 months. 2. Based on the formal request from training participants after returning to their home countries, "Omotenashi" workshops will be arranged to expand the outputs of the training.		Department in Charge Industrial Development and Public Policy Department	
		JICA Center (A) JICA Kansai (II) / (B) JICA Kansai (II)	
		Cooperation Period 2015~2017	
Implementing Partner	(A) Pacific Resource Exchange Center/(B) Pacific Resource Exchange Center		
Remarks and Website	http://www.prex-hrd.or.jp		