

**Target Countries :**

**Course No. :** (A) J1804103/(B) J1804104

**No. :** (A) 1884665/(B) 1884888

**Sector :** Private Sector Development/Tourism

**Sub-Sector :** Urban/Regional Development/Regional Development

**Language :** (A) English/(B) English

**Outline**

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.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b> The destination-marketing plan will be developed through examining the participating countries' issues of tourism development.</p> <p><b>【Outcome】</b> 1. Comprehend the tourism marketing and promotion methods. 2. Analyze their own country's issues of the tourism marketing and promotion. 3. Understand the trend/characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry. 4. Create a tourism marketing plan through applying the knowledge/know-how earned from from the above steps 1 to 3.</p>	<p><b>【Target Organization】</b> Government/Public Organizations involved in Tourism Promotion or Tourism Marketing</p> <p><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.</p>	
<p><b>Contents</b></p> <p>[Preliminary Activities] Developing the country reports</p> <p>[Training in Japan] Theoretical lectures, practical training, observation, and discussion of the following contents:</p> <p>(1) Administration of Japanese Tourism (incl. Policy, Organization, Legislation system, , Statistics)</p> <p>(2) Japanese Tourism-related Organizations (Local governments, JNTO, JATA, OTOA, etc.)</p> <p>(3) Japanese Domestic Tourism</p> <p>(4) Tourism Marketing (Foreign Government Tourism Agencies, Airline Companies, Guidebook Publishers, Travel Companies, etc.)</p> <p>(5) Tourism Marketing Plan Development/Presentation and Discussion</p>	<p><b>Course Period</b></p>	<p>(A) 2018/6/3~2018/6/30 (B) 2018/7/11~2018/8/10</p>
	<p><b>Department in Charge</b></p>	<p>Industrial Development and Public Policy Department</p>
	<p><b>JICA Center</b></p>	<p>(A) JICA Tokyo (Industry&amp;Public) (B) JICA Tokyo (Industry&amp;Public)</p>
	<p><b>Cooperation Period</b></p>	<p>2016~2018</p>
<p><b>Implementing Partner</b></p>	<p>(A) Japan Transport Cooperation Association/(B) Japan Transport Cooperation Association</p>	
<p><b>Remarks and Website</b></p>		