

**Target Countries :**All countries

**Course No. :**J1804408

**No. :**1884831

**Sector :**Nature Conservation/Sustainable Use of Natural Resources

**Sub-Sector :**Nature Conservation/Conservation of Biodiversity

**Language :**English

**Outline**

Ecotourism can be a valuable measure towards using the natural environment wisely; contributing towards fund raising for biodiversity conservation as well as the improvement of awareness and livelihoods for the local people. This training aims to strengthen the capacity of administrators in charge of promoting/developing nature conservation plans/projects including ecotourism in and around nature reserves.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b>                      Participants in the training will learn mechanisms and techniques required for planning and implementation of sustainable ecotourism with regard to environmental, economic and social aspects.</p> <p><b>【Outcome】</b>                      1) The concept of ecotourism, an outline of the nature conservation area system including national parks in Japan, and methods of conservation and monitoring of natural resources as related to tourism can be explained; 2) Needs and methods for tourism marketing in planning ecotourism and a mechanism for collaboration among related ministries, local governments and private companies in planning and implementing ecotourism can be explained; 3) Needs and methods for environmental education can be explained; 4) Needs and methods for community-participatory (community-based) tourism can be explained; and 5) It becomes possible to promote or develop conservation plans and project plans incorporating ecotourism by using findings obtained in 1) to 4) in an integrated manner.</p>	<p><b>【Target Organization】</b>                      National and local administrative organizations involved in the promotion/development of conservation/project plans for natural environments.</p> <p><b>【Target Group】</b>                      1) National/local administrators involved in the promotion/development of conservation/project plans or persons who nominated by administration agency; 2) More than three years of work experience; 3) Between 25 to 40 years old; 4) Need basic PC skill</p>	
<p><b>Contents</b></p> <p>1) Preparation of an inception report;                      2) Learning through the following lectures, practical training, and study visits in order to achieve the unit goals described above:                      ①Definitions, advantages and disadvantages of ecotourism, an outline of payment for ecosystem services (PES), etc. ;                      ② Legal framework, characteristics of Japan's zoning-based natural park management system, relationships with local governments and surrounding local people, park management planning and management techniques including financial mechanisms, etc. ;                      ③Monitoring/management of plants, animals, etc.: mechanisms of use and admission controls, case studies, etc. ;                      3) Analysis of tourism attractiveness, targeting of tourists, SWOT analysis, etc. ;                      4) An outline of the Ecotourism Promotion Council system, case studies, etc. ;                      5) Nature guide/interpreter systems and human resource development, case studies, etc. ;                      6) Community-participatory tourism, case studies (utilization of cultures, etc.); and                      7) Formulation of an action plan for promotion/development of conservation/project plans incorporating ecotourism.</p>	<p><b>Course Period</b></p>	<p>2018/7/8~2018/8/9</p>
	<p><b>Department in Charge</b></p>	<p>Global Environment Department</p>
	<p><b>JICA Center</b></p>	<p>JICA Hokkaido (Obihiro)</p>
	<p><b>Cooperation Period</b></p>	<p>2016~2018</p>
<p><b>Implementing Partner</b></p>	<p>Kushiro International Wetland Center</p>	
<p><b>Remarks and Website</b></p>		