

Tourism development policies 観光振興政策		Continuing	
Target Countries :			
Course No. : 201984663-J002			
No. : 201984663			
Sector : Private Sector Development/Tourism			
Sub-Sector :			
Language : English			
Outline			
This programme is for officers in tourism development to learn the series of processes of information gathering, analysis, planning and monitoring necessary for tourism policy planning, and also participants will learn to implement PDCA cycle steadily based on the policy. This programme is not only focused on the case of central government but also some cases of local government.			
Objective/Outcome		Target Organization / Group	
<p>【Objective】 Participants will be able to obtain the necessary skills for implementing series of processes of information gathering, analysis, planning and monitoring necessary for tourism policy planning, and participants also can learn to plan and implement the tourism development plan appropriately to the current situation of the participants own countries.</p> <p>【Outcome】 1. To explain the current situation of issues on planning of tourism development policy and its countermeasure for own country. 2. To learn the Japanese tourism development policy and its methods. 3. To learn the necessary methods to make the policy (information collecting, analyse, planning, monitoring etc) 4. To learn the tourism development policy, methods and activities of local government. 5. To make a remedy(action plan) to plan and implement of country's tourism development policy.</p>		<p>【Target Organization】 Ministries and government offices concerning the tourism development policy, or its related organization</p> <p>【Target Group】 1. The person who engages in planning the tourism development policy. 2. More than 3 years practical experience. 3. It is preferable that the participants have some relationship with other JICA activities.</p>	
Contents		Course Period	2019/9~2019/10
<p>【Preliminary Phase】 To make a country report about the present situation and problems of their own country's tourism development policy.</p> <p>【Core Phase】 1. To know the present situation and the problems of other participating countries. 2. To visit JTA and JNTO, and learn the Japanese tourism development policy, the implementation method of plan, and to consider an adaptable idea for the own country. 3. To visit the tourist attraction where the national government promotes. 4. To learn the necessary methods to plan and implement the policy(information collection, analysis, planning, and monitoring etc.). 5. To visit some local government offices, and learn their tourism development policy, the implementation method of plan, and to consider an adaptable idea for the own country. 6. To visit the tourist attraction where the local government promotes. 7. To make a remedy(action plan) to plan and implement of country's tourism development policy.</p> <p>【Final Phase】 Holding report meetings. Revision, authorization and implementation of the action plan in the organization belonged. Writing a progress report.</p>		Department in Charge	Industrial Development and Public Policy Department
		JICA Center	JICA Hokuriku
		Cooperation Period	2017~2019
Implementing Partner	JTB Corp.		
Remarks and Website	As a case study of local government, the participants will learn the case of ISHIKAWA Prefecture, which has many characteristic tourism places and many foreign tourists.		