

Target Countries : Participating country is a state party to the UNESCO World Heritage Convention.

Course No. : (A) 201984847-J002/(B) 201984885-J002

No. : (A) 201984847/(B) 201984885

Sector : Private Sector Development/Tourism

Sub-Sector :

Language : (A) English/(B) Russian

Outline

This training program leads to improving the tourism development activities at participating countries' World Heritage site through officers in charge of tourism development and World Heritage site management applying the earned practical knowledge and technical skills of the the Japanese way of tourism development at the World Heritage site.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 Developing an action plan for the tourism development at participating countries' World Heritage site as a result of: 1. Understanding Public-Private Partnership mechanism, 2. Strengthening knowledge on management of tourism products and services considering the carrying capacity and 3. Enhancing the knowledge on interpretation and promotional activities.</p> <p>【Outcome】 Output 1: Practical measures and plans for sustainable tourism development at the World Heritage site level aligning to the national level policy are drafted. Output 2: Issues and opportunities in Public-Private Partnership working mechanism at all stages (planning, implementation and monitoring) of tourism development at World Heritage site are understood. Output 3: Knowledge on developing, providing, and managing tourism products and services considering the carrying capacity (incl. managing the number of tourists and their movement, transportation system, safety, etc.) at World Heritage site is strengthened. Output 4: Knowledge on effective development and usage of interpretation and promotional activities (e.g. sign board, tourist information center, site museum, tourism promotional tools, local tour, etc.) based on the local context and needs at the World Heritage site is enhanced.</p>	<p>【Target Organization】 Agency/Department of: 1. the Ministry of Tourism and 2. Ministry of Culture and/or Environment responsible for World Heritage site management</p> <p>【Target Group】 At least 5 years of experience related to tourism development at UNESCO World Heritage site and/or at potential (included in UNESCO Tentative List) World Heritage site.</p>	
<p>Contents</p> <ol style="list-style-type: none"> 1. Legislation system and policies for the World Heritage management and tourism development. 2. Management framework of Public-Private Partnership. 3. Management of carrying-capacity (incl. managing the number of tourists and their movement, transportation system, safety, etc.) at World Heritage site. 4. Management of tourism related facilities (e.g. resting place, toilet, car parks, etc.) at World Heritage site. 5. Interpretation activities (e.g. sign board, tourist information center, site museum, tourism promotional tools, local tour, etc.) at World Heritage site 6. Conservation, safeguarding, protection and restoration techniques at World Heritage site in Japan. 7. Mitigation and preventive measures towards the natural disaster at World Heritage site. 8. Balancing the conservation and tourism development at World Heritage site. 9. Current trend of tourism products and services at World Heritage site. 10. Improving the tourism development at World Heritage site. 11. Developing the tourism development action plan for the participating countries' World Heritage site. 	<p>Course Period</p>	<p>(A) 2019/9~2019/10 (B) 2020/1~2020/2</p>
	<p>Department in Charge</p>	<p>Industrial Development and Public Policy Department</p>
	<p>JICA Center</p>	<p>(A) JICA Kansai (I) (B) JICA Kansai (I)</p>
	<p>Cooperation Period</p>	<p>2019~2021</p>

Implementing Partner (A) Under Planning/(B) Under Planning

Remarks and Website - Resource webpage: <http://whc.unesco.org/>