### Objective/Outcome

**Objective**

The destination-marketing plan will be developed through examining the participating countries' issues of tourism development.

**Outcome**

1. Comprehend the methodology of tourism marketing and promotion.
2. Analyze participating country's issues and challenges of the tourism marketing and promotion.
3. Understand the characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry.
4. Create a participants' own tourism marketing plan.

### Contents

**Preliminary Activities**

Developing the country reports

**Training in Japan**

Theoretical lectures, practical training, observation, and discussion of the following contents:

1. Administration of Japanese Tourism (incl. Policy, Organization, Legislation system, Statistics)
2. Japanese Tourism-related Organizations (Local governments, JNTO, JATA, OTOA, etc.)
3. Japanese Domestic Tourism
4. Tourism Marketing (Foreign Government Tourism Agencies, Airline Companies, Guidebook Publishers, Travel Companies, etc.)
5. Tourism Marketing Plan Development/Presentation and Discussion

### Target Organization / Group

**Target Organization**

Government/Public Organizations involved in Tourism Promotion or Tourism Marketing

**Target Group**

Government officers or Public Organization officials responsible for Tourism Promotion or Tourism Marketing, who have at least 3 years working experience in those fields.

### Course Period

(A) 2019/8/28～2019/9/28
(B) 2019/11/10～2019/12/7

### Department in Charge

Industrial Development and Public Policy Department

(A) JICA
Tokyo (Industry & Public)
(B) JICA
Tokyo (Industry & Public)

### JICA Center

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