

Program Structure & Schedule

Course Name **FY2021 JICA Knowledge Co-Creation Program
"Tourism Development Policies"**

Course No. 202003135001

Duration 2021/11/1 ~ 2021/11/30

No.	Date	Time (JST)	Hour	How to learn	Training Program	Program Objectives	Learning point	Lecturer
					Country Report Making			
1	Nov 1 (Mon)	18:00 ~ 19:30	1:30	Live Lectures	Opening Ceremony Program Orientation Introduction	-	<ul style="list-style-type: none"> ■ Mutual understanding among participants ■ Introduction to the cultural and geographical background of Hokuriku 	Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST
2	Nov 2 (Tue)	18:00 ~ 19:30	1:30	Presentations Discussions	Country Report Presentation & Discussion	Share basic information of each country and create an image of the outline of own action plan through discussing each problem awareness.	-	Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST
3	Nov 3 (Wed)	18:00 ~ 19:30	1:30	Live Lectures	Japanese tourism national policy 1	Organize and confirm the basic concept of policy making, and consider the way of tourism national policies in the post-COVID 19 era.	<ul style="list-style-type: none"> ■ Basic concepts of policy making ■ Tourism administration and policy theory ■ Tourism Policy in the Post-COVID 19 Era 	Prof. OIKA Tatsuya Department of Economics, Kanazawa Seiryu University
4	Nov 4 (Thu)			Video Lectures	Japanese tourism national policy 2	Learn about the development of scheme, guidelines, and policies that are necessary for national tourism promotion policies.	<ul style="list-style-type: none"> ■ Tourism-based Country Promotion Basic Act & Plan ■ Governmental tourism vision for future Japan ■ Japan Sustainable Tourism Standard for Destinations 	Japan Tourism Agency
5	Nov 5 (Fri)			Video Lectures	Tourism Resource Management I (Sustainable Tourism) 1	Learn the specific measures needed to formulate policies with resilience.	<ul style="list-style-type: none"> ■ How tourism should respond to climate change and social change ■ Risk Management 	Mr. TAKAMATSU Masato President of Tourism Resilience Japan
6				Video Lectures	Tourism Resource Management I (Sustainable Tourism) 2		<ul style="list-style-type: none"> ■ Introduction of tourism risk management plans for local governments through case studies 	Mr. KYAN Atsushi Officer of Tourism Promotion Division, Okinawa Prefectural Govt.
	Nov 6 (Sat)			Offline Self-Study	Day for preparation of presentation materials			
	Nov 7 (Sun)			Offline Self-Study	Day for preparation of presentation materials			
7	Nov 8 (Mon)			Video Lectures	Tourism Resource Management I (Sustainable Tourism) 3	Learn about effective measures to sustain the value of the country's cultural resources.	<ul style="list-style-type: none"> ■ Governmental support for developing cultural resources ■ Promotion of preservation and utilization of cultural properties for the reliable inheritance 	Assoc. Prof. ASAKURA Yuki Department of Inter-cultural Communication, Keio University
8				Video Lectures	Tourism Resource Management I (Sustainable Tourism) 4	Through case studies of green infrastructure initiatives in Japan, participants will learn how to develop, use, and conserve natural resources to promote tourism, and how to build an economic model for doing so.	<ul style="list-style-type: none"> ■ NBS and Green Infrastructure ■ Tourism community development using natural resources ■ Cooperation and collaboration among all stakeholders 	Prof. FURUTA Naoya Department of Human Life and Environment Studies, Taiho University
9	Nov 9 (Tue)			Video Lectures	Tourism Marketing I (EBPM)	Learn the data utilization method for planning, execution and verification based on the evidence.	<ul style="list-style-type: none"> ■ Explanation on Regional Economy Society Analyzing System (RESAS) ■ Application of RESAS in the tourism field ■ Exercises using RESAS 	Mr. YAMANAKA Kiyoshi Officer of Chubu Bureau of Economy, METI
10	Nov 10 (Wed)			Offline Self-Study	Day for making presentation materials	Prepare for presentation of the following day.	-	
11	Nov 11 (Thu)			Offline Self-Study	Day for making presentation materials	Prepare for presentation of the following day.	-	
12	Nov 12 (Fri)	18:00 ~ 19:30	1:30	Mock Class	Presentations for learning objective 2	Design and present a trial lesson for you to deepen or establish own understandings.	<ul style="list-style-type: none"> ■ Active learning ■ Exercise to share your knowledge with your colleagues afterward 	Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST
	Nov 13 (Sat)			Offline Self-Study	Day for preparation of presentation materials			
	Nov 14 (Sun)			Offline Self-Study	Day for preparation of presentation materials			
13	Nov 15 (Mon)			Video Lectures	Tourism Resource Management II (Regional Revitalization) 1	Learn how to create a scheme that involves people in local areas and the way of resilient regional revitalization from municipal practitioners and local DMOs.	<ul style="list-style-type: none"> ■ Lecture on municipal initiative 	Mr. MAGANE Satoshi Manager of Tourism Planning Division, Ishikawa Prefectural Govt.
14				Video Lectures	Tourism Resource Management II (Regional Revitalization) 2		<ul style="list-style-type: none"> ■ Introduction of DMO initiatives through online tour 	Ms. NOGUCHI Shiko Deputy Secretary General of the Noto Peninsula Multi-District Tourism Association
15	Nov 16 (Tue)			Video Lectures	Tourism Resource Management II (SDGS and Endogenous Industry Promotion) 1	Learn how countries and regions can develop independent and sustainable industries without relying on external capital.	<ul style="list-style-type: none"> ■ Creation of endogenous development ■ Regional economy and sustainability ■ Regional development and governance 	Prof. SAMUTA Hitaru Faculty of Economics and Management, Kanazawa University
16				Video Lectures	Tourism Resource Management II (SDGS and Endogenous Industry Promotion) 2		<ul style="list-style-type: none"> ■ Creative Cities as a Regional Strategy ■ Traditional crafts and creative cities ■ Creative Tourism based on Creative Cities 	Prof. SASAKI Masayuki Kanazawa Seiryu University
17	Nov 17 (Wed)			Video Lectures	Tourism Resource Management II (Regional Revitalization) 3	Experience the case of Hokuriku tourism project based on the co-creation of local governments and regions via virtual tour.	<ul style="list-style-type: none"> ■ Utilization of Kanazawa Machiya for Tourism 	Mr. HAYASHI Shungo Founder of Comingle Co., Ltd
18				Video Lectures	Tourism Resource Management II (Regional Revitalization) 4	Based on a case study of Kanazawa city, participants will learn about sustainable conservation and resilient development of urban ecosystem services, which is one of the most important factors in tourism promotion.	<ul style="list-style-type: none"> ■ Online "Bio-cultural Diversity Tour in Kanazawa" ■ Natural resource utilization ■ Attracting inbound visitors to regional cities 	Dr. Jun Paster Ivars Researcher of UNU-IAS OUIK
19	Nov 18 (Thu)			Video Lectures	Tourism Marketing II (Competitiveness in new normal) 1	Learn marketing method with DX/ICT for deploying service, and branding method and its significances as well, to reflect on action plan making.	<ul style="list-style-type: none"> ■ Tourism Marketing ■ Regional branding methods ■ Utilization of digital tools 	Prof. IWANAGA Yohei Department of Business and Marketing, Kyushu Sangyo University
20	Nov 19 (Fri)			Video Lectures	Tourism Marketing II (Competitiveness in new normal) 2	Learn the tourism promotion vision and measure of the new era at the local government level.	<ul style="list-style-type: none"> ■ Kanazawa Tourism Vision ■ Basic Strategy and Main Policies ■ Cooperation with related entities for the promotion of the plan 	Mr. SAITOH Teisuro Chief of Tourism Policy Division, City of Kanazawa
21		18:00 ~ 19:30	1:30	Workshops	Tourism Marketing II (Competitiveness in new normal) 3	Experience the tourism product developed by making use of the traditional industry of Kanazawa, will be a reference for the development of own tourism activity.	<ul style="list-style-type: none"> ■ Examples of Online Tourism Using Traditional Culture 	Ms. NAKASAKI Chieko President of Muzuhiki Accessory Studio "Kanazawa Kurumi"
	Nov 20 (Sat)			Offline Self-Study	Day for preparation of presentation materials			
	Nov 21 (Sun)			Offline Self-Study	Day for preparation of presentation materials			
22	Nov 22 (Mon)			Video Lectures	Tourist Marketing II (Competitiveness in new normal) 4	Learn how to develop tourism content to activate utilizing local attraction.	<ul style="list-style-type: none"> ■ Visions and approaches of the town administration 	Mr. MIZOGUCHI Jun Vice mayor of Ikeda town
23				Video Lectures	Tourist Marketing II (Competitiveness in new normal) 5		<ul style="list-style-type: none"> ■ Efforts by local companies to utilize and rediscover local resources ■ Utilization of agricultural and mountain village fields for tourism 	Mr. YAMADA Takahiro Executive Director of Machi-up Ikeda co., Ltd Various people working in Ikeda town
24	Nov 23 (Tue)			Offline Self-Study	Day for making presentation materials	Prepare for presentation of the following day.	-	
25	Nov 24 (Wed)	18:00 ~ 19:30	1:30	Mock Class	Presentations for learning objective 4	Present simulated classes to deepen or establish own understandings.	<ul style="list-style-type: none"> ■ Active learning ■ Exercise to share your knowledge with your colleagues afterward 	Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST
26	Nov 25 (Thu)			Video Lectures	Learning of planning method 1	Acquire deeper understanding and implementation skills of project management methodologies.	<ul style="list-style-type: none"> ■ PCM method 	Mr. MORITA Tetsuo Manager of IC-net Limited.
27	Nov 26 (Fri)			Video Lectures	Learning of planning method 2	Learn about a wide range of project management methods and discover effective one for own country.	<ul style="list-style-type: none"> ■ Learning project management techniques 	Ms. SHIMIZU Megumi Managing Director of BUSSI-EN
	Nov 27 (Sat)			Offline Self-Study	Day for preparation of presentation materials			
	Nov 28 (Sun)			Offline Self-Study	Day for preparation of presentation materials			
28	Nov 29 (Mon)	18:00 ~ 21:00	3:00	Presentations Discussions	Final Presentation 1	Presentation on Action Plan (10 min presentation and 5 min interactive feedback)	-	Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST
	Nov 30 (Tue)	18:00 ~ 21:00	3:00	Presentations Discussions	Final Presentation 2 Evaluation Board			Prof. SHIKIDA Asami, JAIST Mr. AKAHO Yuma, JAIST

NOTE: 1) Date & Time are expressed in 24-hours notation of JST. Please make sure of your local time.
2) indicates real time sessions. All the participants need to meet on Zoom at the same time.
The other video lectures are on-demand, so you can watch them according to the time availability in your place, with following the overall schedule.