



Online and Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

**JFY 2025**

# Tourism Marketing and Promotion



Photo Quated: [Mitoyo Tourism and Exchange Authority \(mitoyo-kanko.com\)](http://mitoyo-kanko.com)

Course Number: 202411576J001, 202411266J001

Course Period: (Online) October 29 - 30, November 5 - 6, 12 - 13, 2025

(Onsite) November 23 - December 13, 2025

• PRAZO DE INSCRIÇÃO NO BRASIL:

**20/08/2025**

• EMAIL PARA ENVIO DA INSCRIÇÃO:


**[jicabr-training@jica.go.jp](mailto:jicabr-training@jica.go.jp)**



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.



# How can we develop a strategic destination marketing and promotion plan for tourism?

Discover the core of Japan's tourism development: government-led planning, DMO (Destination Management Organization) -led multi-stakeholder collaboration, and practical strategies grounded in marketing and promotion.





# Outline

This program is primarily designed for mid-career officials from governmental or public organizations involved in tourism marketing and promotion

It focuses on developing effective marketing strategies grounded in local tourism policy-making, aiming to achieve a balance between tourism development and sustainable management.

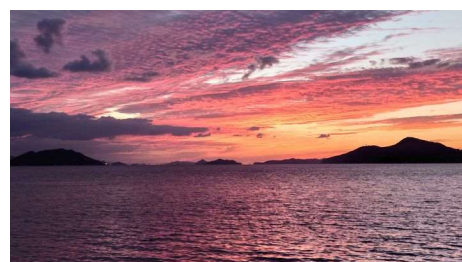
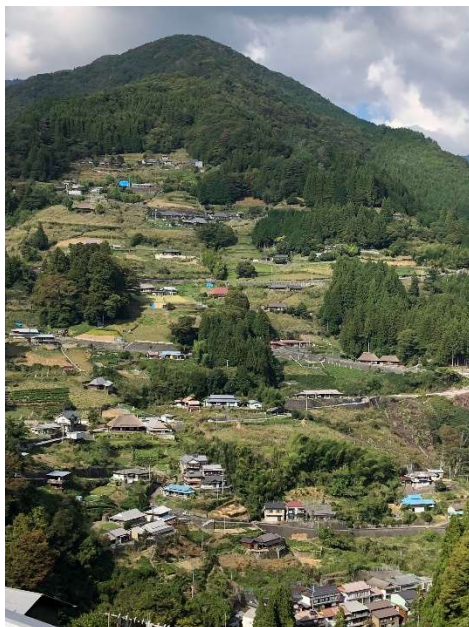
The course also offers opportunities to address local challenges in Japan through discussions with relevant stakeholders, helping participants broaden their practical knowledge for developing and implementing local tourism plans.

Participants will engage in lectures, discussions, and exercise both online and onsite. They will also visit selected tourism sites to learn firsthand how local governments and DMOs are working to revitalize regional economies through tourism.

All sessions are conducted in English.

The program runs from **October 29 to December 13, 2025**, and includes both a pre-departure online component and an on-site program in Japan.

**Course capacity:** 22 participants from 21 countries.



## JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in June 2023, stated that “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” We believe that this ‘Knowledge Co- Creation Program’ will serve as a foundation of mutual learning process.



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# Why this program?

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## Background

Tourism industry brings the country in good returns and economic investment, therefore, promoting tourism sector is the significant issue to develop the regional economy and reduce poverty in developing countries. In order to promote the tourism sector effectively and sustainably, it is essential to train human resources who are involved in the planning of tourism marketing and promotion. From this context, Japan International Cooperation Agency (JICA) has been implementing the training and dialogue program for the purpose of tourism promotion since 1990. During this program, participants will obtain the necessary knowledge and skills to promote the tourism sector and develop tourism marketing and promotion plan based on Japanese experience and the current situation.

## Objectives

Participants will acquire skills and knowledge to develop a strategic tourism promotion and destination marketing plan.

# Who should Apply?

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## Job Areas and Organizations

This program is offered to governmental and other public organizations involved in the tourism marketing and promotion.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

## Targeted Countries

Philippines, Laos, Nepal, Sri Lanka, Micronesia, Papua New Guinea, Vanuatu, Palau, Saint Vincent, Brazil, Peru, Egypt, Morocco, Malawi, Namibia, Zambia, Zimbabwe, Rwanda, Albania, Armenia, Georgia,

\*The participating countries will be divided into two groups (Group A and Group B) for the pre-departure online program. The grouping will be based primarily on time zone differences. You will be notified later regarding which group you will belong to (A or B).

Participants who successfully complete the program will receive a certificate from JICA.





# Program Schedule

## Online Program Dates

### Group A)

Day 1 October 29<sup>th</sup> 2025

Day 2 November 5<sup>th</sup> 2025

Day 3 November 12<sup>th</sup> 2025

### Group B)

Day 1 October 30<sup>th</sup> 2025

Day 2 November 6<sup>th</sup> 2025

Day 3 November 13<sup>th</sup> 2025

[Group A] 4pm - 6pm (JST)

Philippines ..... 3pm - 5pm

Laos..... 2pm - 4pm

Nepal ..... 0:45pm - 2:45pm

Sri Lanka ..... 0:30pm - 2:30pm

Micronesia/ Vanuatu .. 6pm - 8pm

Papua New Guinea .... 5pm - 7pm

Palau ..... 4pm - 6pm

Armenia/ Georgia ..... 11am - 1pm

[Group B] 9pm - 11pm (JST)

Saint Vincent..... 8am - 10am

Brazil ..... 9am - 11am

Peru ..... 7am - 9am

Egypt/Malawi/Namibia/Zambia/

Zimbabwe/ Rwanda ... 2pm - 4pm

Morocco..... 1pm - 3pm

Albania ..... 1pm - 3pm

## Onsite Program Dates

From November 23<sup>rd</sup> to December 13<sup>th</sup>, 2025

The program will take place in Tokyo, the Tokyo metropolitan area, Kyoto, Kagawa, and other prefectures in the Shikoku region outside of Kagawa.

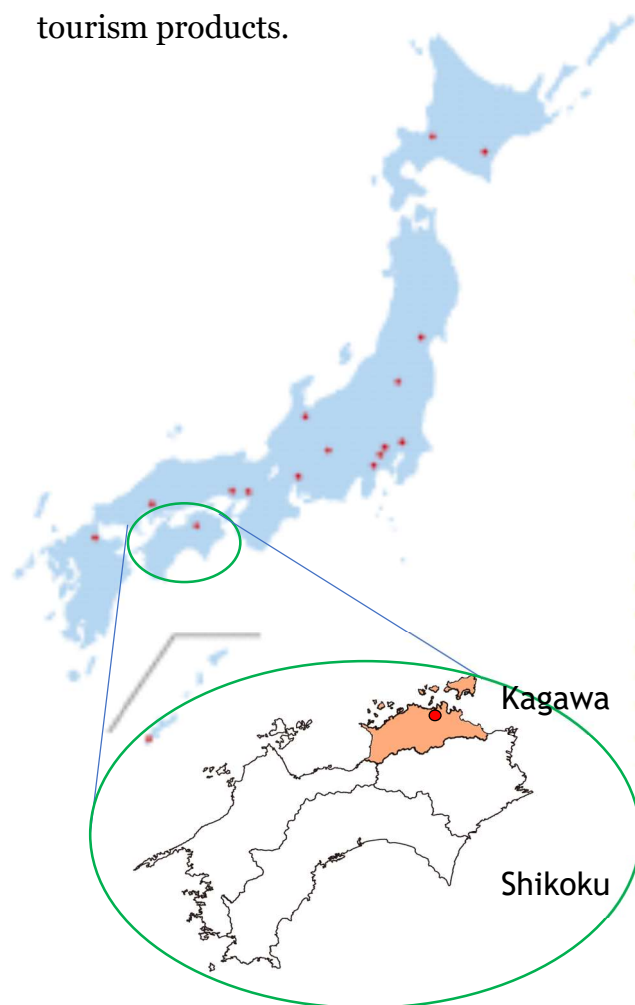


# Location

## Place

Shikoku region (18,801.73 km<sup>2</sup>, 3.8 M people) consists with various type of cultural resources and nature with small islands and mountains areas, but it still keeps on evolving in the viewpoint of tourism with sustainability.

Under such environment, four prefectures and municipalities in the region implement effective policies on tourism development through industry-government-academia partnership and promote specific tourism products.



# How the program Works

## How to Learn

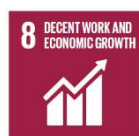
- Lectures
- Exercises
- Discussions
- Presentations
- Field visits



## Language

English

## Commitment to the SDGs





## Management Members

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### Program Management Team

#### Course Leader

#### Vice President/Prof. Naoyuki HARA

Kagawa University

Faculty of Economics, Department of Economics

Graduate School of Science for Creative Emergence, Division of Science for Creative Emergence



Message: Greetings from Kagawa University. My major is tourism, especially eco-tourism and rural tourism. I'm engaging action research to revitalize the rural Shikoku region through tourism as tourism is thought to be a tool to develop and vitalize regions. I hope this program will provide you a great opportunity to develop your country and career.

#### Prof. Myungrae CHO

Kagawa University

Faculty of Economics, Department of Economics

Message: It's a pleasure to be part of this program. My research field is distribution and marketing, and I've recently started working on regional product branding. I'm also interested in tourism marketing, particularly how to build lasting relationships between tourists and local communities through the lens of relationship marketing. I look forward to learning and sharing ideas with all of you, from many different countries.



#### Visiting Prof. Yasumitsu KINOSHITA

Kagawa University

Vice Head of Center for international Research and Cooperation

Message: Thank you for your interest in this program. I previously worked with JICA for 30 years, including 10 years of overseas postings in Pakistan, Thailand, and the UK. At JICA headquarters, I also served as a section director responsible for tourism development, investment, and trade. I look forward to working closely with you to explore approaches to tourism development that can also help address social challenges in your countries.



#### Mr. Masaaki SHIBUE

#### Senior Managing Director

Hyakujyushi Economic Research Institute

Message: Hyakujyushi Economic Institute is a community-based think tank dedicated to fostering regional economic vitality and sustainable development. Since its founding in 1980, the institute has conducted extensive research and disseminated valuable insights across economic and industrial domains to invigorate local industries. In addition, the institute has worked on creating experimental tours utilizing local tourism resources, training guides, and implementing pilot projects to accommodate inbound foreign visitors. Your participation in this program will be a meaningful contribution to our efforts to promote regional development.



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## Program Officer in JICA

### Special Advisor, Ms. Kana MATSUZAKI

Private Sector Development Group, Economic Development Department, JICA HQ

Message: JICA has been supporting tourism sector in various countries since 1970s, recognizing its significant roles in economic growth, job creation, social cohesion and development, as well as protection of natural and cultural resources. This JICA KCCP training enables you to better understand the ways to effective use of local resources for attract tourist as well as to formulate strategic marketing plan. I look forward to your active participation.

### Chief, Mr. Daisuke OGURI

Japan International Cooperation Agency (JICA) Shikoku Center

Message: I'm really glad to be in charge of this program and welcome participants to Shikoku region. We, JICA Shikoku, have several courses, and this "Local Tourism" course is one of the meaningful and fruitful courses in Kagawa. You can gain a lot of knowledge and experience through it. Let's develop our new horizon together for sustainable and developable way of tourism!



# Program Details

## Program Structure (Tentative)

The program includes following lectures, exercises, field visits and evaluation.

### 【Lectures】

- ✓ Program orientation
- ✓ Fundamental theories of tourism marketing
- ✓ Tourism promotion policy in Japan
- ✓ The role of Destination Management Organizations (DMOs)
- ✓ How to develop an action plan
- ✓ Practice and challenges in tourism marketing and promotion in Japan (e.g., responsible tourism, sustainable tourism, and addressing over-tourism)
- ✓ Tourism product development (e.g., sports tourism, cycling tourism, eco-tourism, glamping, workcation)

### 【Exercises】

- ✓ Development and presentation of an action plan for tourism marketing and promotion in each participant's country, followed by class discussion.

### 【Field visits】

- ✓ Visits to key tourist destinations in Tokyo, Kyoto, Kagawa and the other areas of the Shikoku region

### 【Evaluation】

- ✓ Consultation and feedback session for program improvement

### 【Closing ceremony】

- ✓ Presentation of certificates of completion

## Tentative Schedule for Online Program

### 【Group A】

Date and Time (JST)	Contents
DAY 1 Wed, 29 Oct 2025 4PM (JST) -6PM(JST)	<b>【Orientation】</b> ✓ Program orientation <b>【Lecture】</b> ✓ How to develop an action plan



	<p>【 Key points review and discussion (Pre-learning on-demand materials) 】</p> <p>✓ Fundamental theories of tourism marketing ①</p> <p><u>*Each person should study the above on-demand materials in advance and be prepared to ask questions and participate in discussions.</u></p>
<p>DAY2</p> <p>Wed, 5 Nov 2025</p> <p>4PM (JST) -6PM(JST)</p>	<p>【 Key points review and discussion (Pre-learning on-demand materials) 】</p> <p>✓ Tourism policy in Japan (Japan Tourism Agency)</p> <p>✓ Tourism promotion in Japan (Japan National Tourism Organization)</p> <p>✓ Fundamental theories of tourism marketing ②</p> <p><u>*Each person should study the above pre-learning on-demand materials in advance and be prepared to ask questions and participate in discussions.</u></p>
<p>DAY3</p> <p>Wed, 12 Nov 2025</p> <p>4PM (JST) -6PM(JST)</p>	<p>【 Key points review and discussion (Pre-learning on-demand materials) 】</p> <p>✓ The role of Destination Management Organizations (DMOs)</p> <p><u>*Each person should study the above on-demand materials in advance and be prepared to ask questions and participate in discussions.</u></p>

The online program schedule is subject to change.

### 【Group B】

Date and Time	Contents
<p>Thu, 30 Oct 2025</p> <p>9PM (JST) -11PM(JST)</p>	<p>【Orientation】</p> <p>✓ Program orientation</p> <p>【Lecture】</p> <p>✓ How to develop an action plan</p> <p>【Key points review and discussion (Pre-learning on-demand materials) 】</p> <p>✓ Fundamental theories of tourism marketing ①</p> <p><u>*Each person should study the above pre-learning on-demand materials in advance and be prepared to ask questions and participate in discussions.</u></p>
<p>Thu, 6 Nov 2025</p> <p>9PM (JST) -11PM(JST)</p>	<p>【Key points review and discussion (Pre-learning on-demand materials) 】</p> <p>✓ Tourism policy in Japan (Japan Tourism Agency)</p> <p>✓ Tourism promotion in Japan (Japan National Tourism Organization)</p> <p>✓ Fundamental theories of tourism marketing ②</p> <p><u>*Each person should study the above pre-learning on-demand materials in advance and be prepared to ask questions and participate in discussions.</u></p>



Thu, 13 Nov 2025 9PM (JST) -11PM(JST)	<b>【Key points review and discussion (Pre-learning on-demand materials)】</b> <input checked="" type="checkbox"/> The role of Destination Management Organizations (DMOs) *Each person should study the above pre-learning on-demand materials in advance and be prepared to ask questions and participate in discussions.
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The online program schedule is subject to change.

#### Notes:

##### <Pre-learning on-demand materials>

- ☒ Fundamental theories of tourism marketing ①②
- ☒ Tourism policy in Japan (Japan Tourism Agency)
- ☒ Tourism promotion in Japan (Japan National Tourism Organization)
- ☒ The role of Destination Management Organizations (DMOs)

##### <Pre-online program assignment>

- ☒ **Accepted candidates** are required to complete to study the above pre-learning on-demand materials in advance and to prepare for discussion.
- ☒ In addition, **the accepted candidates** are required to submit the **Inception Report** before the online program begins. (For details, please refer to page 20-21.)

## Tentative Schedule for Japan On-site Program

\*The program in Japan is subject to change.

Date	Contents
Sun, 23 Nov 2025	Arrival in Tokyo
Mon, 24 Nov 2025	<b>【Lecture】</b> <input checked="" type="checkbox"/> Program orientation <input checked="" type="checkbox"/> JICA's development cooperation in tourism sector <input checked="" type="checkbox"/> How to develop an action plan for tourism marketing and promotion in each participant's country <b>【Exercise】</b> <input checked="" type="checkbox"/> Formulating a marketing development strategy① "SWOT and Cross-SWOT Analysis" <b>【Field visit】</b> <input checked="" type="checkbox"/> Night time economy in Tokyo
Tue, 25 Nov 2025	<b>【Exercise】</b> <input checked="" type="checkbox"/> Formulating a marketing development strategy② "Segmentation, Targeting and Positioning Strategy Formulation Method" "Regional Vision and Branding" "Development of Strategy Concept Sheet"



	<b>【Field visit in Tokyo】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course.
Wed, 26 Nov 2025	<b>【Field visit to the Greater Tokyo Area】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <b>【Lecture】</b> <input checked="" type="checkbox"/> Hands-on Experience in Tourism marketing at the field visit location <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Thu, 27 Nov 2025	<b>【Travel】</b> Tokyo→Kyoto (by Shinkansen) <b>【Field visit in Kyoto】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <b>【Lecture】</b> <input checked="" type="checkbox"/> Practical Tourism marketing by Kyoto DMO <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Fri, 28 Nov 2025	<b>【Field visit in Kyoto】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <input checked="" type="checkbox"/> Night time economy in Kyoto <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Sat, 29 Nov 2025	<b>【Travel】</b> <input checked="" type="checkbox"/> Kyoto→Takamatsu
Sun, 30 Nov 2025	Day Off
Mon, 1 Dec 2025	<b>【Lecture】</b> <input checked="" type="checkbox"/> The role of Destination Management Organizations (DMOs) <input checked="" type="checkbox"/> Public-Private partnership in tourism <b>【Exercise】</b> <input checked="" type="checkbox"/> Formulating a marketing development strategy③ “Marketing Mix (4P): Product, Price, Place and Promotion” <b>【Field visit in Takamatsu City】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course.
Tue, 2 Dec 2025	<b>【Field visits in Kagawa prefecture】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <b>【Lecture】</b> <input checked="" type="checkbox"/> Tourism Marketing and Promotion Practices at Field Visit Sites <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Wed, 3 Dec 2025	<b>【Exercise】</b> <input checked="" type="checkbox"/> Practical tourism marketing and promotion by Setouchi Triennale Executive Office <input checked="" type="checkbox"/> Formulating a marketing development strategy④

	“Goal Setting (Key Goal Indicator, Key Success Factor, Key Performance Indicator)”
Thu, 4 Dec 2025 ~ Fri, 5 Dec 2025	<b>【Field visits in Kagawa (or) outside Kagawa prefecture】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <b>【Lecture】</b> <input checked="" type="checkbox"/> Tourism Marketing and Promotion Practices at Field Visit Sites <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Sat, 6 Dec 2025 Sun, 7 Dec 2025	Day Off
Mon, 8 Dec 2025 ~ Tue, 9 Dec 2025	<b>【Field visits outside Kagawa prefecture】</b> <input checked="" type="checkbox"/> Destinations for the field visits will be decided in due course. <b>【Lecture】</b> <input checked="" type="checkbox"/> Tourism Marketing and Promotion Practices at Field Visit Sites <b>【Discussion】</b> <input checked="" type="checkbox"/> Daily reflection session
Wed, 10 Dec 2025	<b>【Exercise】</b> <input checked="" type="checkbox"/> Formulating a marketing development strategy⑤ “Completion of an action plan based on the previous four exercises”
Thu, 11 Dec 2025	<b>【Lecture and discussion】</b> <input checked="" type="checkbox"/> Reflection on the Shikoku program with Shikoku District Transport Bureau <b>【Presentation】</b> <input checked="" type="checkbox"/> Action plan presentation and discussion①
Fri, 12 Dec 2025	<b>【Presentation】</b> <input checked="" type="checkbox"/> Action plan presentation and discussion② <b>【Evaluation】</b> <input checked="" type="checkbox"/> Consultation and feedback session for program improvement in the following year <b>【Closing ceremony】</b> <input checked="" type="checkbox"/> Presentation of certificates of completion
Sat, 13 Dec 2025	Departure from Takamatsu

# Eligibility and Procedures

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## 1. Expectations from the Participating Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to use the program for those specific purposes.
  - (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
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## 2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

**【Remarks】** Each Organizations is requested to strongly encourage female candidates to apply for the course to accelerate the realization of gender equality and women's empowerment.

### (1) Essential Qualifications

- 1) **Officially nominated by his / her own government.**
- 2) **Current Duties:** be engaged in tourism promotion and marketing activities in governmental or public tourism related organizations.
- 3) **Experience:** have practical experience of more than Five (5) years as an official, administrator, researcher and/or businessperson in the field of tourism or related areas.  
\*More than middle ranking executives as a position in your organization will be the main target.
- 4) **Educational Background:** be a graduate of university.
- 5) **Language:** have a competent command of spoken and written English proficiency equivalent to CEFR B2 (strongly recommended C1) or above. (This workshop includes active participation in discussions, which requires high competence in English. Please attach an official certificate for English ability such as TOEFL, IELTS, TOEIC etc, if possible)



## 6) Internet Connection

- High Speed Broadband Connection (more than 5 Mbps is recommended).

Please refer to this URL for how to measure internet speed.

<https://www.speedtest.net/>

Mobile phones are not recommended because participants have discussion and presentation sessions with sharing screens.

[Note] If you are not able to arrange internet connection or necessary devices, please consult with the JICA Office in your country.

- Software

Zoom Client for Meeting (<https://zoom.us/download>).

\*In case you are using your office computer and use of Zoom is not authorized by your IT administrator, please notify JICA at the time of application.

- 7) **Health:** must be in good health to participate in the program in Japan. To reduce the risk of worsening symptoms associated with respiratory tract infection, please be honest to declare in the Medical History (QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION of the application form) if you have been a patient of following illnesses; Hypertension / Diabetes / Cardiovascular illness / Heart failure / Chronic respiratory illness.
- 8) **IT environment & literacy:** You are required to use Microsoft PowerPoint, Word, Excel, etc. for having your presentations and working on program-related activities. It is also possible for you to learn with assigned/extra online materials such as videos. These ONLINE contents will be delivered through **JICA-VAN (JICA LMS)**. If you have any concern, please ask JICA office freely.

## (2) Recommended Qualifications

- 1) Age: between the ages of thirty (30) and fifty (50) years, in principle.
- 2) Gender Equality and Women's Empowerment: JICA seeks more female applicants due to the past records of fewer applications from women. JICA is committed to promoting gender equality and women's empowerment and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.

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## 3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the JICA office (or the Embassy of Japan)

\* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History (1-(d)) of the application form. It may allow us (people concerned in this course) to prepare better

logistics or alternatives.

- (2) **Photocopy of Passport:** You should submit it with the application form if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

\*The following information should be included in the photocopy:

Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date

- (3) **Nominee's English Score Sheet:** to be submitted with the Application Form. If you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS) just for reference.

- (4) **Personal Statement:** Please complete the Personal Statement using the format provided in the Annex (pages:25-26), and submit it together with the Application Form.

**\*Note:** The Personal Statement is a mandatory document to be submitted at the time of application. After the selection process, accepted candidates are required to submit an Inception Report. (For details, please refer to pages 20-21.)

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## 4. Procedures for Application and Selection

### (1) Submission of the Application Documents

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(All required materials must arrive at JICA Shikoku Center in Japan by **September 4<sup>th</sup>, 2025**)

### (2) Selection

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other

relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

### (3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) not later than **September 19<sup>th</sup>, 2025**

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## 5. Additional Documents to Be Submitted by Accepted Candidates

**Accepted candidates are required to submit an Inception Report before the online program begins.** The report should be compiled in PowerPoint format and must not exceed 20 slides. It should cover the following items.

- Self-Introduction
- Your organization's Location
- Date of Establishment
- Number of Staff
- Organizational Structure
- Your Department and Duties / Terms of Reference (TOR)
- Local Governments / Businesses Collaborating with Your Organization
- Area Covered by Your Organization's Marketing and Promotion Activities (Please include a map)
- Tourism Resources (e.g., tourist facilities, commercial facilities, nature, culture, sports, events, etc.)
- Accommodation Facilities (Number of Facilities and Guest Capacity)
- Transportation Infrastructure / Access
- Segmentation / Targeting / Positioning
- Regional Vision and Branding
- Tourism-Related Data: Number of Visitors, Number of Overnight Guests (Domestic and International), Average Length of Stay, Travel Expenditure, Tourist Satisfaction, Repeat Visitor Rate, etc.
- Past Achievements and Activities
- Organizational Budget / Financial Status
- Mechanisms for Consensus Building to Promote Sustainable Collaboration among Public and Private Sectors, Industries, and Regions (e.g., PPP)
- Challenges in Tourism Marketing and Promotion

If there is a promotional tourism video available from your country, please embed it in the PowerPoint to introduce it.

**Note: The 20-slide limit must be strictly observed.**

## 6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "5. Expenses", "IV. Administrative Arrangements",
- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants' accommodation, and
- (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule.



# Administrative Arrangements

## 1. Organizer (JICA Center in Japan)

- (1) Center: JICA Shikoku Center (JICA Shikoku)
- (2) Program Officer: Mr. Daisuke OGURI ([Oguri.Daisuke@jica.go.jp](mailto:Oguri.Daisuke@jica.go.jp))

## 2. Implementing Partner

- (1) Name: Kagawa University
- (2) URL: <https://www.kagawa-u.ac.jp/en/>

## 3. Expenses

The following expenses in Japan will be provided by JICA

- (1) Allowances for meals, living expenses and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan  
(the costs related to pre-existing illness, pregnancy, or dental treatment **are not included**).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

\*Link to JICA HP (English/French/Spanish/Russian):

[https://www.jica.go.jp/Resource/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/Resource/english/our_work/types_of_assistance/tech/acceptance/training/index.html)

## 4. Pre-departure Orientation

A pre-departure orientation will be held at respective country's JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
French ver.	<a href="https://www.youtube.com/watch?v=v2yU9ISYcTY">https://www.youtube.com/watch?v=v2yU9ISYcTY</a>



Spanish ver.	<a href="https://www.youtube.com/watch?v=m7l-WlQSDjl">https://www.youtube.com/watch?v=m7l-WlQSDjl</a>
Russian ver.	<a href="https://www.youtube.com/watch?v=P7_ujz37AQc">https://www.youtube.com/watch?v=P7_ujz37AQc</a>
Arabic ver.	<a href="https://www.youtube.com/watch?v=1iBQqdpXQb4">https://www.youtube.com/watch?v=1iBQqdpXQb4</a>
<b>Part II: Introduction of JICA Centers in Japan</b>	
JICA Tokyo	<a href="https://www.jica.go.jp/tokyo/english/office/index.html">https://www.jica.go.jp/tokyo/english/office/index.html</a>
JICA Shikoku	<a href="https://www.jica.go.jp/shikoku/english/office/index.html">https://www.jica.go.jp/shikoku/english/office/index.html</a>

If the link of these YouTube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

## 5. Reference

### PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/c8h0vm0000011i07-att/guide\\_en.pdf](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/c8h0vm0000011i07-att/guide_en.pdf)



### Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>



### Website: JICA

English/French/Spanish/Russian

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html)



# Other Information

## Facebook

We post the KCCP articles on our Facebook (JICA SHIKOKU), written by Japanese and English, so please check and "like" us on the Facebook!

<https://m.facebook.com/jicashikoku/about>



## Map of Japan

Main program will be held in Kagawa and Tokushima prefecture where strives to develop tourism in collaboration with industry, local government, and academia.



# Annex

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## Preliminary Activity

To read the following documents stored in web site in advance.

### (1) JICA Information (Sector overviews)

- JICA Activities in Private Sector Development (including Tourism Development)  
[JICA Activities | Our Work | JICA](#)
- (JICA-Net Library) Tourism Crisis Management ~Tourism Development Under the New Normal~  
[\[JICA-Net Library\] Tourism Crisis Management ~Tourism Development Under the New Normal~ \(Full ver.\) - YouTube](#)
- TOURISM FOR SDGs  
[Tourism for SDGs - Welcome To The Tourism For SDGs Platform! \(tourism4sdgs.org\)](#)

### (2) Key Organization of Tourism in Shikoku Region

- Japan National Tourism Organization <https://www.japan.travel/en/>
- Nishi-Awa : <https://nishi-awa.jp/english/>
- Setouchi Triennale Executive Committee: <https://setouchi-artfest.jp/en/>
- Kagawa Prefecture Tourism Association: <https://www.my-kagawa.jp/en>
- Organization for Promotion of Tourism in SHIKOKU:  
<https://shikoku-tourism.com/en/>



## **Personal Statement**

Applicants are required to submit a professional statement outlining your professional background, current role, and motivation for applying the program. Any HANDWRITTEN or INCOMPLETE report will be DISQUALIFIED. The report should be within 3 pages.

### **1.Applicant's Information**

<b>1. Name</b>	[Family]	[First]	[Middle]
<b>--Nationality</b>			
<b>--Contact</b>	Tel.	Fax.	
	Email address		
<b>2. Name of Organization</b>			
<b>3. Your professional Status</b>			
<b>--Your current duties responsibilities in your organization</b>			
<b>--Your relationship with JICA volunteers and/or the other JICA's activities, if any</b>			
<b>4. Organization Chart (Mark your position)</b>	Please attach the organization chart.		
<b>5. Provide an overview of key tourism resources in your region (e.g., tourist attractions, commercial facilities, natural sites, cultural assets, sports, events, etc.).</b>			

6. Identify and explain the main challenges in tourism marketing and promotion in your country.	
7. Describe what you hope to gain from this program and how you plan to apply the knowledge and skills in your country or region.	

# For Your Reference

## JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

## Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



## **Correspondence**

For enquiries and further information, please contact the JICA office or Embassy of Japan.

**Further, address correspondence to:**

### **JICA Shikoku Center (JICA SHIKOKU)**

Address: First Floor, Kagawa Sanyu Bldg., 3 Kajiya-machi, Takamatsu City, Kagawa  
760-0028, Japan

TEL: +81-87-821-8824 FAX: +81-87-822-8870